

File 344: CHINESE PATENTS ABS APR 1985-2001/Dec  
 (c) 2002 EUROPEAN PATENT OFFICE  
 File 347: JAPIO OCT 1976-2001/Sep(UPDATED 020102)  
 (c) 2002 JPO & JAPIO  
 File 350: Derwent WPIX 1963-2001/UD,UM &UP=200203  
 (c) 2002 Derwent Info Ltd

Set	Items	Description
S1	3040	(BILLING OR PAYMENT? OR INVOIC? OR ACCOUNTING OR ACCOUNTS (- )RECEIV?) (3N) (SYSTEM? OR MANAGEMENT? OR STATEMENT?)
S2	91	PRINT? () (AD OR ADS OR ADVERTISEMENT?)
S3	8	(AD OR ADS OR ADVERTISEMENT?) AND PRINTED () PAGE?
S4	1317	(AUTOMATED OR ELECTRONIC? OR DATABASE? OR DATA () BASE?) (5N) - (BILLING OR ACCOUNTING OR INVOIC? OR PAYMENT? OR DEDUCTION?)
S5	3129	BILLING?
S6	0	S1 AND S2
S7	0	S1 AND S3
S8	0	(S4 OR S5) AND (S2 OR S3)

3/5/1 (Item 1 from file: 344)  
DIALOG(R) File 344:CHINESE PATENTS ABS  
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4117664

**ADS PRODUCING METHOD**

Patent Assignee: YAO JIANPING (CN)  
Author (Inventor): JIANPING YAO (CN)  
Number of Patents: 000  
Patent Family:  
CC Number Kind Date  
CN 1147665 A 19970416 (Basic)

Application Data:

CC Number Kind Date  
\*CN 95111791 A 19951006

Abstract: The said ads producing method for publication and other printed matter is that the ads, including mark, colour block, writing and pattern, are printed over the literal data in the color different from that of the literal data and the printed page. This can expand the ads space.

IPC: G09F-023/10

3/5/2 (Item 1 from file: 347)  
DIALOG(R) File 347:JAPIO  
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05662948 \*\*Image available\*\*  
BANKBOOK

PUB. NO.: 09-277748 [JP 9277748 A]  
PUBLISHED: October 28, 1997 (19971028)  
INVENTOR(s): KUBO SAKAE  
APPLICANT(s): DAINIPPON PRINTING CO LTD [000289] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 08-092146 [JP 9692146]  
FILED: April 15, 1996 (19960415)  
INTL CLASS: [6] B42D-011/00  
JAPIO CLASS: 30.1 (MISCELLANEOUS GOODS -- Office Supplies)  
JAPIO KEYWORD: R087 (PRECISION MACHINES -- Automatic Banking)

**ABSTRACT**

PROBLEM TO BE SOLVED: To sufficiently convey services, **advertisements** and the like of a financial institution to customers.

SOLUTION: Informations 14 and 15 (service guides, **advertisements**, etc.) to be conveyed to customers are printed outside transaction detail columns 13 forming **printed pages** for the financial transactions with the customers in a bankbook 10 preliminarily or at the time of printing the transaction details. Also informations 16 to be conveyed to the customers are printed preliminarily in the color different from the printing color of the transaction details by using patterns formed of words, figures and the like in the transaction detail column 13.

3/5/3 (Item 2 from file: 347)  
DIALOG(R) File 347:JAPIO  
(c) 2002 JPO & JAPIO. All rts. reserv.

03214864 \*\*Image available\*\*  
BOOKING DEVICE EQUIPPED WITH FUNCTION FOR DETECTION OF BOOKED PAGE

PUB. NO.: 02-190364 [JP 2190364 A]

PUBLISHED: July 26, 1990 (19900726)  
INVENTOR(s): OKABE TOSHIO  
APPLICANT(s): OKI ELECTRIC IND CO LTD [000029] (A Japanese Company or Corporation), JP (Japan)  
APPL. NO.: 01-008510 [JP 898510]  
FILED: January 19, 1989 (19890119)  
INTL CLASS: [5] B41J-013/26; G07D-009/00  
JAPIO CLASS: 29.4 (PRECISION INSTRUMENTS -- Business Machines)  
JAPIO KEYWORD: R087 (PRECISION MACHINES -- Automatic Banking)  
JOURNAL: Section: M, Section No. 1035, Vol. 14, No. 473, Pg. 90, October 16, 1990 (19901016)

#### ABSTRACT

PURPOSE: To obtain a booking device equipped with a function for detection of a booked page capable of detecting correctly a page on which all lines are printed by a method wherein when a printing data is printed, a mark detection means in which a page to have been printed is detected by detecting a mark for detection of the **printed page**, is established.

CONSTITUTION: A mark printing part 2a of a memory 2 is composed of a printing head 11, a printing head control part 12, a mark printing program controlling them, and a control part 1 executing the mark printing program. In the same way a mark detection part 2b is composed of an optical AD conversion part 9, a slice level control part 10, a mark detection program controlling them, and the control part 1 executing the mark detection program. Then, since a mark M for detection of a **printed page** printed outside a data column or outside a remainder column of a bankbook 4 with the mark printing part 2a is a broad wide black mark, a signal outputted with an optical sensor 8 for reading it, of which falling in of a white part becomes larger by comparing with that of its white part, is stabilized. Therefore, though printing density becomes slightly thin, the control part 1 can certainly detect the **printed page** detecting mark M.

3/5/4 (Item 1 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2002 Derwent Info Ltd. All rts. reserv.

014052896  
WPI Acc No: 2001-537109/200160  
XRPX Acc No: N01-398942

**Computer-controlled printer has restricted print area available to user and remaining area of printed page defined for remote access to enable remotely controlled printing, e.g. of advertisements**

Patent Assignee: LASSE C (LASS-I); PRESSLER E (PRES-I); VOIGTMANN P (VOIG-I); WAGNER P (WAGN-I); WEHRMEISTER J (WEHR-I)

Inventor: LASSE C; PRESSLER E; VOIGTMANN P; WAGNER P; WEHRMEISTER J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 10007025	A1	20010823	DE 1007025	A	20000216	200160 B

Priority Applications (No Type Date): DE 1007025 A 20000216

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
DE 10007025	A1	2	G06F-003/12	

Abstract (Basic): DE 10007025 A1

NOVELTY - The printer has a restricted print area available to the user and the remaining area of the **printed page** is defined for remote access to enable remotely controlled printing of advertising, football results, messages, weather information and comparable information.

USE - For computer-controlled printing over and on-line system.  
ADVANTAGE - The user of the printer can be provided with cost-free use.

pp; 2 DwgNo 0/0

Title Terms: COMPUTER; CONTROL; PRINT; RESTRICT; PRINT; AREA; AVAILABLE;  
USER; REMAINING; AREA; PRINT; PAGE; DEFINE; REMOTE; ACCESS; ENABLE;  
REMOTE; CONTROL; PRINT; ADVERTISE

Derwent Class: T01; T04

International Patent Class (Main): G06F-003/12

International Patent Class (Additional): G06K-015/02

File Segment: EPI

3/5/5 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013654666

WPI Acc No: 2001-138878/200115

XRPX Acc No: N01-101109

Advertisement **producing method**

Patent Assignee: YAO J (YAOJ-I)

Inventor: YAO J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
CN 1147665	A	19970416	CN 95111791	A	19951006	200115 B

Priority Applications (No Type Date): CN 95111791 A 19951006

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
CN 1147665	A			G09F-023/10	

Abstract (Basic): CN 1147665 A

NOVELTY - The method for publication and other printed matter is that the **ads**, including mark, color block, writing and pattern, are printed over the literal data in the color different from that of the literal data and the **printed page**. This can expand the **ads** space.

DwgNo 0/0

Title Terms: ADVERTISE; PRODUCE; METHOD

Derwent Class: P85

International Patent Class (Main): G09F-023/10

File Segment: EngPI

3/5/6 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013328132 \*\*Image available\*\*

WPI Acc No: 2000-500071/200045

XRPX Acc No: N00-370678

**Postcards with advertisements on, have attached reply card with perforations for easy response**

Patent Assignee: HOPBACH K (HOPB-I); QUARZ M (QUAR-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
DE 29920685	U1	20000727	DE 99U2020685	U	19991125	200045 B

Priority Applications (No Type Date): DE 99U2020685 U 19991125

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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DE 29920685 U1 4 B42D-015/08

Abstract (Basic): DE 29920685 U1

NOVELTY - The reply cards comprises an A3 **printed page** with two folds making an end format of 297x105mm. The publication or **advertisement** has a reply card with a pre-printed address on, which may be torn off via perforations.

USE - Replying to postcards.

ADVANTAGE - No work is needed on the part of the receiver to make a reply.

DESCRIPTION OF DRAWING(S) - The figure shows plan and perspective views of the letter.

pp; 4 DwgNo 1/1

Title Terms: POSTCARD; ADVERTISE; ATTACH; REPLY; CARD; PERFORATION; EASY; RESPOND

Derwent Class: P76; P85

International Patent Class (Main): B42D-015/08

International Patent Class (Additional): G09F-023/10

File Segment: EngPI

3/5/7 (Item 4 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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011526466 \*\*Image available\*\*

WPI Acc No: 1997-502952/199746

XRPX Acc No: N97-419235

**Decorative-informative sheet, suitable for disseminating advertising material - has series of linked printed components e.g. with self-adhesive illustrations which can be transferred from one to another**

Patent Assignee: TRUSHKO P E (TRUS-I)

Inventor: TRUSHKO P E

Number of Countries: 072 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9736757	A1	19971009	WO 97RU167	A	19970529	199746 B
RU 2079414	C1	19970520	RU 96110005	A	19960529	199748
AU 9731102	A	19971022	AU 9731102	A	19970529	199808

Priority Applications (No Type Date): RU 96110005 A 19960529

Cited Patents: DE 3607914; RU 2040407; US 5011189; US 5407233

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9736757 A1 R 20 B44D-005/00

Designated States (National): AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN

Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GH GR IE IT KE LS LU MC MW NL OA PT SD SE SZ UG

RU 2079414 C1 8 B42D-015/00

AU 9731102 A B44D-005/00 Based on patent WO 9736757

Abstract (Basic): WO 9736757 A

The article consists of a number of linked components, e.g. **printed pages**, which can be used to carry or include advertising material with illustrations and text printed on self-adhesive paper (9,12,13,14) which can be transferred from one page to another.

The adhesive material used for the illustrations and text can incorporate perfumed additives or materials which give a characteristic sound when lifted from a surface to which they are stuck. Pages containing self-adhesive detachable portions could be incorporated, for example, in a magazine.

ADVANTAGE - Enables reader or potential customer to remove and keep interesting portions of an **advertisement** for future reference.

Dwg.4/4

Title Terms: DECORATE; INFORMATION; SHEET; SUIT; DISSEMINATE; ADVERTISE;  
MATERIAL; SERIES; LINK; PRINT; COMPONENT; ILLUSTRATE; CAN; TRANSFER; ONE  
Derwent Class: P76; P78  
International Patent Class (Main): B42D-015/00; B44D-005/00  
International Patent Class (Additional): B42D-001/00  
File Segment: EngPI

3/5/8 (Item 5 from file: 350)

DIALOG(R) File 350:Derwent WPIX

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002397166

WPI Acc No: 1980-L3638C/198048

Advertisement **supplement to bonbon product - comprises inclusion of**

**lotto numbers on product or its packaging to assist sales promotion**

Patent Assignee: AMPLIKART SPRL (AMPL-N); TEMPY SPRL (TEMP-N)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
BE 882701	A	19800731				198048 B

Priority Applications (No Type Date): BE 882701 A 19800409

Abstract (Basic): BE 882701 A

The numbers for a game of Lotto are included in or on a product such as sweets and their packaging as a means of promoting the product. The numbers may be hidden to appear after a layer has been removed. The numbers for a game of Lotto may be impressed on a product or covered by a layer which uncovers the number when the product is partially dissolved. Similarly the number may be printed on the packaging or incorporated within the packaging.

Where a large number of individual products such as sweets are included the numbers for the game may be limited to a small number. The remainder would not carry a number. A **printed page** is included for the game.

Title Terms: ADVERTISE; SUPPLEMENT; BONBON; PRODUCT; COMPRISE; INCLUSION;

LOTS; NUMBER; PRODUCT; PACKAGE; ASSIST; SALE; PROMOTE

Derwent Class: P85; T05; W05

International Patent Class (Additional): G07C-000/00; G09F-000/00

File Segment: EPI; EngPI

File 348:EUROPEAN PATENTS 1978-2001/Jan W02

(c) 2002 European Patent Office

File 349:PCT FULLTEXT 1983-2002/UB=20020110,UT=20020103

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Set	Items	Description
S1	5080	(BILLING OR PAYMENT? OR INVOIC? OR ACCOUNTING OR ACCOUNTS(- )RECEIV?)(3N)(SYSTEM? OR MANAGEMENT? OR STATEMENT?)
S2	210	PRINT?() (AD OR ADS OR ADVERTISEMENT?)
S3	239	(AD OR ADS OR ADVERTISEMENT?) AND PRINTED() PAGE?
S4	3594	(AUTOMATED OR ELECTRONIC? OR DATABASE? OR DATA()BASE?)(5N)- (BILLING OR ACCOUNTING OR INVOIC? OR PAYMENT? OR DEDUCTION?)
S5	8943	BILLING?
S6	40	S1 AND S2
S7	13	S6 AND S3
S8	3	S1(10N)S3
S9	3	S8 NOT S7
S10	0	S5(5N)S2
S11	0	S5(10N)S2
S12	2	S5(10N)S3
S13	0	S12 NOT (S7 OR S8)
S14	6	(S2 OR S3)/TI
S15	3	S14 AND (S1 OR S4 OR S5)
S16	3	S15 NOT (S7 OR S8)

7/3,AB/1 (Item 1 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00803948

**METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS  
AND CONSUMERS**

**PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES  
VENDEURS ET DES CONSOMMATEURS**

**Patent Applicant/Inventor:**

PERKOWSKI Thomas J, 10 Waldon Road, Darien, CT 06820, US, US (Residence),  
US (Nationality), (Designated only for: US)

**Legal Representative:**

PERKOWSKI Thomas J (agent), Thomas J. Perkowski, P.C., Soundview Plaza,  
1266 East Main Street, Stamford, CT 06902, US,

**Patent and Priority Information (Country, Number, Date):**

Patent: WO 200137540 A2 20010525 (WO 0137540)

Application: WO 2000US31757 20001117 (PCT/WO US0031757)

Priority Application: US 99441973 19991117; US 99447121 19991122; US  
99465859 19991217; US 2000483105 20000114; US 2000599690 20000622; US  
2000641908 20000818; US 2000695744 20001024

**Parent Application/Grant:**

Related by Continuation to: US 99441973 19991117 (CIP); US 99447121  
19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114  
(CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US  
2000695744 20001024 (CIP)

**Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ**

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 116871

**English Abstract**

A functionally-integrated consumer product marketing, merchandising and education/information system and method which enables manufacturers, retailers, their respective agents, and consumers to carry out four basic product-related functions along the demand-side of the retail chain, namely: enabling manufacturers' marketing, brand and/or product managers to create and manage a composite brand image for each consumer product being offered for sale in both physical and electronic marketplaces; enabling manufacturers, retailers, and their advertising and marketing agents to display consumer product **advertisements** to consumers, at or near the point of purchase or sale within both physical and electronic retail shopping environments, in a way which is guaranteed to project the manufacturers' intended brand image while positively influencing product demand; enabling retailers, manufacturers, and their marketing and promotional agents to promote consumer products with consumers within physical and electronic retail shopping environments in order to positively influence (i.e. reduce) the supply of such products in inventory and promote sales and profits; and enabling consumers to request and obtain reliable information about a manufacturer's product in order to make informed/educated purchases along the demand side of the retail chain, while enabling retailer purchasing agents to request and obtain reliable information about a manufacturer's product in order to make informed/educated purchases along the supply side, thereby influencing product demand in a positive manner.



7/3,AB/2 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00797954

**CATEGORY BUTTONS ON INTERACTIVE PAPER**  
**BOUTONS DE CATEGORIE SUR PAPIER INTERACTIF**

Patent Applicant/Inventor:

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Balmain, NSW 2041, AU, AU (Residence), AU (Nationality), (Designated  
only for: US)

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, NSW 2046, AU, AU (Residence),  
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Legal Representative:

SILVERBROOK Kia (agent), Silverbrook Research Pty Ltd, 393 Darling  
Street, Balmain, NSW 2041, AU,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200131521 A1 20010503 (WO 0131521)

Application: WO 2000AU1289 20001020 (PCT/WO AU0001289)

Priority Application: AU 993632 19991025; AU 994483 19991206; AU 994912  
19991224

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11365

**English Abstract**

The present invention provides a system for providing printed information to a user that is obtained from a data base of a first party, the system including: a user printer module for interfacing the user with the data base, the module being responsive to the user requesting first information from the data base for obtaining the first information and generating a first printed media that displays to the user the first information together with second information; identifier means for applying an identifier to the first printed media such that designation of the second information by the user corresponds to a designation of the identifier and results in the generation of a second printed media that displays to the user third information; and account means for applying a financial debit from the first party against a second party from whom the third information is derived.

7/3,AB/3 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00769425

**INTERACTIVE PRINTER REWARD SCHEME**  
**SYSTEME INTERACTIF DE RETRIBUTION D'IMPRIMANTE**

Patent Applicant/Inventor:

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Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality),  
(Designated only for: US )

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU  
(Residence), NO (Nationality), (Designated only for: US )  
Legal Representative:  
SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, New South Wales 2041, AU  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200102948 A1 20010111 (WO 0102948)  
Application: WO 2000AU771 20000630 (PCT/WO AU0000771)  
Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483  
19991206; AU 994912 19991224  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 32216

#### English Abstract

A preferred embodiment of the invention is specifically configured to allow a printer's or a user's account to accumulate a credit balance and for all or a portion of this balance to be presented to the corresponding user or users as a collection of "points". If the printer account has a credit balance, then the corresponding points may be redeemed by the user or users for particular products or services. Users thereby learn to associate fee-earning activities in relation to the printer, such as the printing of advertising and online purchasing, with the accumulation of points, thus maximising the likelihood that a particular printer will not become a cost burden to its provider.

7/3,AB/4 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00769424

#### **INTERACTIVE PRINTER PERSISTENT STORAGE PROVIDER FOURNISSEUR DE STOCKAGE PERSISTANT AVEC IMPRIMANTES INTERACTIVES**

Patent Applicant/Inventor:  
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Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality),  
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LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU  
(Residence), NO (Nationality), (Designated only for: US )  
Legal Representative:  
SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, New South Wales 2041, AU  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200102947 A1 20010111 (WO 0102947)  
Application: WO 2000AU770 20000630 (PCT/WO AU0000770)  
Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483  
19991206; AU 994912 19991224  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ  
DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG  
SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 31165

English Abstract

A preferred embodiment of the invention relates to a network of interactive printers and the provision of persistent storage of system information. More particularly, the provision of that storage is decoupled from fee-earning activities in the network. That is, it allows a profitable role for a participant who is purely a provider of persistent storage. The printers can access information contained on a system database that is owned and/or operated by a storage provider. The system database includes data indicative of each page that is available to be printed by an interactive printer. That is, the system includes a number of actual physical pages that are printed, each of which correspond to a virtual page represented by the respective page descriptions. While each **printed page** should have a page description, there may exist page descriptions that do not have actual physical counterparts.

7/3,AB/5 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00769423

**INTERACTIVE PRINTER ACCOUNT**  
**COMPTE D'IMPRIMANTE INTERACTIF**

Patent Applicant/Inventor:

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Balmain, NSW 2041, AU, AU (Residence), AU (Nationality), (Designated  
only for: US )

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, NSW 2046, AU, AU (Residence),  
NO (Nationality), (Designated only for: US )

Legal Representative:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, NSW 2041, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200102946 A1 20010111 (WO 0102946)

Application: WO 2000AU769 20000630 (PCT/WO AU0000769)

Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483  
19991206; AU 994912 19991224

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ

DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ

LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG

SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 32795

English Abstract

A preferred embodiment of the invention is concerned with a user of the netpage system and an interactive printer module that is utilised by the user to access the system. Each printer module has an account that contains data indicative of the usage of the printer. Moreover, each account is debited with amortized capital costs and running costs of the

respective printer, and credited with fees earned via the printer, such as fees related to advertising, click-throughs and sales. Any credit balance at the end of a predetermined period can be redeemed.

7/3,AB/6 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00761423

**A SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR EFFECTIVELY CONVEYING WHICH COMPONENTS OF A SYSTEM ARE REQUIRED FOR IMPLEMENTATION OF TECHNOLOGY**

**SYSTEME, PROCEDE ET ARTICLE MANUFACTURE POUR L'ACHEMINEMENT EFFICACE DES COMPOSANTS D'UN SYSTEME NECESSAIRES A LA MISE EN PRATIQUE D'UNE TECHNOLOGIE**

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Legal Representative:

BRUESS Steven C (agent), Merchant & Gould P.C., P.O. Box 2903,  
Minneapolis, MN 55402-0903, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200073929 A2 20001207 (WO 0073929)

Application: WO 2000US14457 20000524 (PCT/WO US0014457)

Priority Application: US 99321136 19990527

Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY  
CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK (utility  
model) DM DZ EE EE (utility model) ES FI FI (utility model) GB GD GE GH  
GM HR HU ID IL IN IS JP KE KG KP KR KR (utility model) KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SK  
(utility model) SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 150133

English Abstract

7/3,AB/7 (Item 7 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00758805

**INTERACTIVE PAPER PUBLISHER**  
**EDITEUR DE PAPIER INTERACTIF**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200072204 A1 20001130 (WO 0072204)  
Application: WO 2000AU539 20000524 (PCT/WO AU0000539)  
Priority Application: AU 99559 19990525; AU 991313 19990630; AU 994483  
19991206; AU 994912 19991224

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE  
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 33568

English Abstract

An on-demand computer based system is provided for allowing a user to obtain interactive printed information from a remote source such as an on-line publication. The system includes a printer module that is provided to the user for interfacing the user with the publication. The module is responsive to the user requesting the publication for generating a first **printed page** that displays to the user the publication, where that includes first information provided by the publisher and advertising that is derived from an advertiser. The module includes an identifier means for applying an identifier to the first page such that designation of the identifier by the user results in the module generating a second **printed page** that displays to the user further advertising. In some embodiments, use is made of an account server that is responsive to the module for determining a payment to be made by the advertiser to the publisher.

7/3,AB/8 (Item 8 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00758804

**INTERACTIVE PRINTER PROVIDER**

**FOURNISSEUR D'IMPRIMANTE INTERACTIF**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200072203 A1 20001130 (WO 0072203)  
Application: WO 2000AU538 20000524 (PCT/WO AU0000538)  
Priority Application: AU 99559 19990525; AU 991313 19990630; AU 994483  
19991206; AU 994912 19991224

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE  
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

English Abstract

An on-demand computer based system is provided for allowing a user to obtain interactive printed information from a remote source. The system includes a printer module that is provided by a first party to the user for interfacing the user with the source. The module is responsive to the user requesting first information from the source for generating a first **printed page** that displays to the user the first information together with advertising that is derived from an advertiser. The module includes an identifier means for applying an identifier to the first page such that designation of the identifier by the user results in the module generating a second **printed page** that displays to the user further advertising. In some embodiments, use is made of an account server that is responsive to the module for determining a payment to be made by the advertiser to the first party. In other embodiments, the account server determines a payment made by the advertiser to another party and then a second payment from that other party to the first party.

7/3,AB/9 (Item 9 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00757193

**METHODS AND SYSTEMS FOR CONTROLLING COMPUTERS OR LINKING TO INTERNET  
RESOURCES FROM PHYSICAL AND ELECTRONIC OBJECTS  
PROCEDES ET SYSTEMES DE CONTROLE D'ORDINATEURS OU DE LIAISON AUX RESSOURCES  
INTERNET D'OBJETS PHYSIQUES ET ELECTRONIQUES**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200070585 A1 20001123 (WO 0070585)  
Application: WO 2000US13333 20000515 (PCT/WO US0013333)  
Priority Application: US 99314648 19990519; US 99342688 19990629; US  
99342689 19990629; US 99342971 19990629; US 99343101 19990629; US  
99343104 19990629; US 99141468 19990629; US 99151586 19990830; US  
99158015 19991006; US 99163332 19991103; US 99164619 19991110; US  
2000531076 20000318; US 2000543125 20000405; US 2000547664 20000412; US  
2000552998 20000419

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English  
Filing Language: English  
Fulltext Word Count: 54735

#### English Abstract

Physical or electronic objects are encoded with identifiers, which serve to trigger object-appropriate responses from computer systems that encounter such objects. The encoding may be steganographic (e.g., by digital watermarks), so the presence of such identifiers is not evident to persons encountering the objects. An exemplary application is a computer system that looks at a printed magazine **advertisement** (20) and initiates a link to a corresponding internet page. In one such implementation, the computer system senses an identifier encoded in the **advertisement**, forwards the identifier to a remote database, receives from the database (17) a corresponding internet address (18a, 18b, 18c), and directs a browser to that address (18a, 18b, 18c). The same arrangement can be used for on-line ordering from printed merchandise catalogs. Another application is a computer system that looks at a printed spreadsheet (20), and retrieves from disk storage an electronic version of the same document for editing.

7/3,AB/10 (Item 10 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00542297

UNIVERSAL INTERACTIVE ADVERTISING AND PAYMENT SYSTEM FOR PUBLIC ACCESS  
ELECTRONIC COMMERCE AND BUSINESS RELATED PRODUCTS AND SERVICES  
SYSTEME DE PAIEMENT ET DE PUBLICITE INTERACTIF UNIVERSEL POUR COMMERCE  
ELECTRONIQUE A ACCES PUBLIC, ET SERVICES ET PRODUITS D'AFFAIRES  
ASSOCIES

Patent and Priority Information (Country, Number, Date):

Patent: WO 200005670 A1 20000203 (WO 0005670)  
Application: WO 99US8577 19990419 (PCT/WO US9908577)  
Priority Application: US 9893475 19980720; US 99293358 19990416; US  
99293129 19990416

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU  
TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG  
CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English  
Fulltext Word Count: 23396

#### English Abstract

The present invention relates to a universal advertising and **payment system** for networking, monitoring and controlling electronic commerce and vending equipment. The system can effectuate electronic commerce and interactive advertising at the point of sale. Vending equipment includes copiers, phones, facsimile machines, printers, data-ports, laptop print stations, notebook computers, palmtop computers (PALM PILOT), microfiche devices, projectors, scanners, cameras, modems, communication access, personal computers (PC), PC terminals (NET PC), and network computers

(NC). Vending equipment can be networked to each other through a first network, programmable and accessible by a PC, server, point of sale (POS) system, property or management information system (PMS/MIS), and networked to a second network. The first network and second network can be the same network. Complete control of a vending machine's functionality including usage, control, diagnostics, inventory, and marketing data capture can be effectuated locally or by remote connection to the network. Remote connection to the network includes Internet type connections, telecommunication (telephone, ISDN, ADSL), VSAT satellite, and other wire and wireless transmission. The present invention allows a user to obtain authorization for use, pay for products and services, and configure the vending equipment with a smart card, or magnetic card (card). Magnetic cards include smart card, credit card, debit card, pre-paid, automated teller machine (ATM) or other bank or private issued card. Users can also use a hotel room key/card or other insertion type-identifying device. Additionally, biometric identification such as hand writing, voice, finger, hand, or eye (iris scan) can be utilized to control the system.

7/3,AB/11 (Item 11 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00541104

**A SYSTEM AND METHOD OF PROCESSING CREDIT CARD, E-COMMERCE, AND E-BUSINESS TRANSACTIONS WITHOUT THE MERCHANT INCURRING TRANSACTION PROCESSING FEES OR CHARGES WORLDWIDE**

**SYSTEME ET PROCEDE DE TRAITEMENT DE TRANSACTIONS PAR CARTE DE CREDIT, COMMERCE ELECTRONIQUE ET AFFAIRES ELECTRONIQUES SANS QUE LE COMMERCEANT N'ENCOURE DES FRAIS DE TRAITEMENT DE LA TRANSACTION OU DES CHARGES DANS LE MONDE ENTIER**

Patent and Priority Information (Country, Number, Date):

Patent: WO 200004477 A1 20000127 (WO 0004477)  
Application: WO 99US15938 19990714 (PCT/WO US9915938)  
Priority Application: US 9893475 19980720; US 99293129 19990416; US 99293358 19990416; US 99334815 19990617

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English  
Fulltext Word Count: 24516

**English Abstract**

The present invention relates to a processing method for nullifying transaction processing fees incurred by a merchant, for processing a wide variety of credit card, e-commerce, and e-business type transactions. In addition the present invention relates to a universal advertising and **payment system** and method for networking, monitoring and effectuating e-mail, e-commerce, and e-business and controlling vending equipment and applications. The system can effectuate electronic commerce and interactive advertising at the point of sale. Vending equipment includes copiers, phones (public, private, cellular), facsimile machines, printers, data-ports, laptop print stations, notebook computers, palmtop computers (PALM PILOT), microfiche devices, projectors, scanners, cameras, modems, communication access, personal data assistants (PDA's), pagers, and other vending machines, personal computers (PC), PC terminals (NET PC), and network computers (NC). Vending equipment can be networked to each other through a first network, programmable and accessible by a



PC, server, point of sale (POS) system, property or management information system (PMS/MIS), and networked to a second network. The first network and second network can be the same network. Complete control of a vending machine's functionality including usage, control, diagnostics, inventory, and marketing data capture can be effectuated locally or by remote connection to the network. Remote connection to the network includes Internet type connections, telecommunication (telephone, ISDN, ADSL), VSAT satellite, and other wire and wireless transmission.

7/3,AB/12 (Item 12 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00541103

**A PHONE HAVING ACCESS TO THE INTERNET FOR THE PURPOSES OF TRANSACTING E-MAIL, E-COMMERCE, AND E-BUSINESS, AND FOR COMMUNICATING VOICE AND DATA**

**TELEPHONE AVEC ACCES A INTERNET DESTINE A DES TRANSACTIONS PAR COURRIER ELECTRONIQUE, COMMERCE ELECTRONIQUE ET AFFAIRES ELECTRONIQUES ET A LA COMMUNICATION DE SONS VOCAUX ET DE DONNEES**

Patent and Priority Information (Country, Number, Date):

Patent: WO 200004476 A1 20000127 (WO 0004476)

Application: WO 99US15937 19990714 (PCT/WO US9915937)

Priority Application: US 9893475 19980720; US 99293358 19990416; US 99293129 19990416; US 99335327 19990617

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 23113

English Abstract

The present invention relates to a public, private, or cellular phone with access to the Internet for the purposes of transacting e-mail, e-commerce, and e-business and for communicating voice and data. In addition the present invention relates to a universal advertising and **payment system** and method for networking, monitoring and effectuating e-mail, e-commerce, and e-business and controlling vending equipment and applications. The system can effectuate electronic commerce and interactive advertising at the point of sale in this instance at a public, private or cellular phone. Vending equipment includes copiers, phones (public, private, cellular), facsimile machines, printers, data-ports, laptop print stations, notebook computers, palmtop computers (PALM PILOT), microfiche devices, projectors, scanners, cameras, modems, communication access, personal data assistants (PDA's), pagers, and other vending machines, personal computers (PC), PC terminals (NET PC), and network computers (NC). Vending equipment can be networked to each other through a first network, programmable and accessible by a PC, server, point of sale (POS) system, property or management information system (PMS/MIS), and networked to a second network. The first network and second network can be the same network. Complete control of a vending machine's functionality including usage, control, diagnostics, inventory, and marketing data capture can be effectuated locally or by remote connection to the network. Remote connection to the network includes Internet type connections, telecommunication (telephone, ISDN, ADSL), VSAT satellite, and other wire and wireless transmission. The present invention allows a user to obtain authorization for use, pay for products and services, and configure the vending equipment with a smart card, or magnetic card (card). Magnetic cards include phone, smart card, credit

card, debit card, pre-paid, automated teller machine (ATM) or other bank or private issued card. Users can also use a hotel room key/card or other insertion type-identifying device. Additionally, biometric identification such as handwriting, voice, finger, hand, or eye (iris scan) can be utilized to control the system.

7/3,AB/13 (Item 13 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00541102

**A METHOD OF TRANSACTING E-COMMERCE AND E-BUSINESS FROM A PUBLIC ACCESS  
PERVASIVE COMPUTING DEVICE  
PROCEDE PERMETTANT D'EFFECTUER DES TRANSACTIONS PAR COMMERCE ELECTRONIQUE  
ET AFFAIRES ELECTRONIQUES A PARTIR D'UN DISPOSITIF DE CALCUL OUVERT A  
UN ACCES PUBLIC**

Patent and Priority Information (Country, Number, Date):

Patent: WO 200004475 A1 20000127 (WO 0004475)  
Application: WO 99US15922 19990715 (PCT/WO US9915922)  
Priority Application: US 9893475 19980720; US 99293358 19990416; US  
99293129 19990416; US 99335327 19990617; US 99334815 19990617

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU  
TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG  
CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 29734

**English Abstract**

The present invention relates to a processing method for conducting e-mail, e-commerce, and e-business by way of an electronic commerce terminal. An electronic commerce terminal can be referred to as a pervasive computing device. In addition, the present invention relates to a universal advertising and **payment system** and method for networking, monitoring and effectuating e-mail, e-commerce, and e-business and controlling vending equipment and applications. The system can effectuate electronic commerce and interactive advertising at the point of sale. Vending equipment includes copiers, phones (public, private, cellular), facsimile machines, printers, data-ports, laptop print stations, notebook computers, palmtop computers (PALM PILOT), microfiche devices, projectors, scanners, cameras, modems, communication access, personal data assistants (PDA's), pagers, and other vending machines, personal computers (PC), PC terminals (NET PC), and network computers (NC). Vending equipment can be networked to each other through a first network, programmable and accessible by a PC, server, point of sale (POS) system, property or management information system (PMS/MIS), and networked to a second network. The first network and second network can be the same network. Complete control of a vending machine's functionality including usage, control, diagnostics, inventory, and marketing data capture can be effectuated locally or by remote connection to the network. Remote connection to the network includes Internet type connections, telecommunication (telephone, ISDN, ADSL), VSAT satellite, and other wire and wireless transmission.

9/3,AB/1 (Item 1 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00761431

**A SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR PROVIDING COMMERCE-RELATED  
WEB APPLICATION SERVICES**

**SYSTEME, PROCEDE ET ARTICLE MANUFACTURE DESTINES A LA FOURNITURE DE  
SERVICES D'APPLICATION DANS LE WEB LIES AU COMMERCE**

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Minneapolis, MN 55402-0903, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200073957 A2-A3 20001207 (WO 0073957)

Application: WO 2000US14420 20000525 (PCT/WO US0014420)

Priority Application: US 99321492 19990527

Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY  
CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK (utility  
model) DM DZ EE EE (utility model) ES FI FI (utility model) GB GD GE GH  
GM HR HU ID IL IN IS JP KE KG KP KR KR (utility model) KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SK  
(utility model) SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 150171

**English Abstract**

A system, method, and article of manufacture are provided that afford a combination of commerce-related web application services. Various features are included such as allowing purchase of products and services via a displayed catalog. As an option, such catalog may be personalized. In various embodiments, a virtual shopping cart environment may be provided. Further, data, i.e. specifications, details, etc., relating to the products and services may be displayed along with a comparison between different products and services. Data relating to needs of a user may also be received for the purpose of outputting a recommendation of the products and services based on the inputted needs. Optionally, features of the products and services may be listed in order to allow the user to configure a specifically tailored product or service. Yet another aspect of the present invention includes outputting an estimate relating to a price and/or availability of the products and services. Further, an order for the products and services may be received after which a tax and a shipping fee are calculated. A status of the delivery of the ordered products and services may also be provided.

9/3,AB/2 (Item 2 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00761430

**A SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR PRIORITIZING COMPONENTS OF  
A NETWORK FRAMEWORK REQUIRED FOR IMPLEMENTATION OF TECHNOLOGY  
SYSTEME, METHODE ET ARTICLE FABRIQUE PERMETTANT DE CLASSER PAR ORDRE DE  
PRIORITE DES COMPOSANTS D'UNE STRUCTURE DE RESEAU NECESSAIRES A LA MISE  
EN OEUVRE D'UNE TECHNIQUE**

Patent Applicant/Assignee:

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US (Residence), US (Nationality)

Inventor(s):

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Legal Representative:

BRUESS Steven C, Merchant & Gould P.C., P.O. Box 2903, Minneapolis, MN  
55402-0903, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200073956 A2 20001207 (WO 0073956)  
Application: WO 2000US14406 20000524 (PCT/WO US0014406)  
Priority Application: US 99321274 19990527

Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY  
CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK (utility  
model) DM DZ EE EE (utility model) ES FI FI (utility model) GB GD GE GH  
GM HR HU ID IL IN IS JP KE KG KP KR KR (utility model) KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SK  
(utility model) SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 149024

English Abstract

A system, method, and article of manufacture are provided for  
prioritizing components of an existing network framework. First, a  
priority is determined among a plurality of components required for  
implementation of a predetermined technology using an existing network  
framework. The existing network framework and the plurality of components  
are then pictorially represented. Next, a first component of the existing  
network framework is indicia coded in order to indicate that the first  
component must be implemented first. Thereafter, a second component and  
any remaining components of the existing network framework are indicia  
encoded in order to indicate that the second components and any remaining  
components must be implemented after the first component.

9/3,AB/3 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00535073

**DATA MANAGEMENT SYSTEM**

**SYSTEME DE GESTION DE DONNEES**

Patent Applicant/Assignee:

ATEX MEDIA SOLUTIONS INC,  
LITVAK Jeffrey,  
BERKE Steven R,  
CAMERON Kirk,

Inventor(s):

LITVAK Jeffrey,  
BERKE Steven R,

CAMERON Kirk,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 9966425 A1 19991223  
Application: WO 99US13633 19990618 (PCT/WO US9913633)  
Priority Application: US 9889867 19980619  
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD  
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF  
CG CI CM GA GN GW ML MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 26500

English Abstract

A data management system is provided in which a publishable story is comprised of one or more content items and one or more insertions. For publication, each insertion includes data fields which, among other things, direct at least one content item to a specified output destination. The output destination may include print, broadcast, Internet or other medium, and may be further broken down by publication, publication zone, publication date and/or publication edition. The insertions and content of a particular story are logically associated on the database, to permit users to track or edit the story, insertions or content while viewing and/or editing any or all associated insertions and content of a story. In one embodiment, content may be linked across insertions so that any change in the content will be updated to all linked versions. In another embodiment, common pages are defined in which insertions and content are to appear identically on a page across multiple media, editions or zones, in which case, insertions subject to common page rules are linked.

16/3,AB/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00856518

PRINTED PAGE TAG ENCODER  
CODEUR D'ETIQUETTES POUR PAGES IMPRIMEES  
Patent Applicant/Assignee:

SILVERBROOK RESEARCH PTY LTD, 393 Darling Street, Balmain, NSW 2041, AU,  
AU (Residence), AU (Nationality), (For all designated states except:  
US)

Patent Applicant/Inventor:

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, NSW 2046, AU, AU (Residence),  
NO (Nationality), (Designated only for: US)

WALMSLEY Simon Robert, Unit 3, 9 Pembroke Street, Epping, NSW 2121, AU,  
AU (Residence), AU (Nationality), (Designated only for: US)

Legal Representative:

SILVERBROOK RESEARCH PTY LTD (agent), 393 Darling Street, Balmain, NSW  
2041, AU,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200189838 A1 20011129 (WO 0189838)

Application: WO 2000AU517 20000524 (PCT/WO AU0000517)

Priority Application: WO 2000AU517 20000524

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE  
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 38905

English Abstract

A tag encoder for producing tags to be incorporated into a printed page is disclosed. The tag encoder has an input to receive a tag structure template, an input to receive fixed data bits, an input to receive variable data bit records and a tag generator outputting single bits depending on the position in the tag defined by the tag structure template and the fixed and variable data bits. The encoder has a redundancy encoder which utilises Reed-Solomon encoding. The tag encoder is present in a printer. In addition to the tag encoder, the printer has a contone image decoder to decode compressed continuous tone image planes and a bi-level decoder to decode any compressed bi-level image plane in the compressed data. These decoded image planes are combined with the output of the tag encoder in a halftoner/compositor to produce a printed page carrying tagged areas. The tags are printed in ink which is invisible to the human eye. Such inks, could be IR or UV absorptive.

16/3,AB/2 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00780531

COMPUTER ARCHITECTURE AND PROCESS OF SEARCHING AND DISPLAYING PRINT  
ADVERTISEMENTS OVER THE WORLD WIDE WEB  
ARCHITECTURE D'ORDINATEUR ET PROCESSUS DE RECHERCHE ET D'AFFICHAGE DE  
PUBLICITES IMPRIMEES PLACEES SUR LE WEB ET/OU L'INTERNET ET PROVENANT  
DE JOURNAUX ET D'AUTRES MEDIAS SUR SUPPORT PAPIER

Patent Applicant/Assignee:

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45201-5380, US, US (Residence), US (Nationality)

Inventor(s):

FRANXMAN Glen H, 458 Glenview Court, Edgewood, KY 41017, US,

Legal Representative:

DONNER Irah H (et al) (agent), Hale and Dorr LLP, 1455 Pennsylvania  
Avenue, N.W., Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200113253 A2-A3 20010222 (WO 0113253)

Application: WO 2000US21733 20000810 (PCT/WO US0021733)

Priority Application: US 99148583 19990813; US 2000526549 20000316

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CZ DE DK  
DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

((OAPI utility model)) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 14852

English Abstract

A system and/or process for providing content delivery via a computer network. The system includes at least one media operating unit (300) communicating with a Web server (210), which is communicating with the computer network. Each media operating unit (300) includes a press interface proxy server communicatable with one or more advertisement sources so as to receive at least one input image. The press interface proxy server parses at least a text field from each input image. An image conversion server receives from the press interface proxy server the one or more input images and at least the parsed text field, and generates output images from each input image. Each of the output images includes a respective resolution of the input image. The image conversion server transmits the output images and at least one computer network address associated with the media operating unit to the Web server.

16/3,AB/3 (Item 3 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00758845

**METHOD AND SYSTEM FOR PROVIDING A COPY OF A PRINTED PAGE**

**PROCEDE ET SYSTEME DE PRODUCTION D'UNE COPIE D'UNE PAGE IMPRIMEE**

Patent Applicant/Inventor:

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU  
(Residence), AU (Nationality), (Designated only for: US)

Patent and Priority Information (Country, Number, Date):

Patent: WO 200072248 A1 20001130 (WO 0072248)

Application: WO 2000AU536 20000524 (PCT/WO AU0000536)

Priority Application: AU 99559 19990525; AU 991313 19990630

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE  
DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English  
Filing Language: English  
Fulltext Word Count: 29096

English Abstract

A method for providing a copy of a page from a printed document, the document including coded data indicative of an identity of the document and of a plurality of reference points on the document, the method including: receiving, in a computer system, indicating data from a sensing device operated by a user, the indicating data regarding the identity of the document and a position of the sensing device relative to the document, the sensing device, when placed in an operative position relative to the document, sensing the indicating data using at least some of the coded data; and identifying, in the computer system and from the indicating data, a request for a copy of the page of the document.



File 2:INSPEC 1969-2002/Jan W2  
(c) 2002 Institution of Electrical Engineers  
File 35:Dissertation Abs Online 1861-2002/Jan  
(c) 2002 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2002/Jan W2  
(c) 2002 BLDSC all rts. reserv.  
File 77:Conference Papers Index 1973-2002/Jan  
(c) 2002 Cambridge Sci Abs  
File 99:Wilson Appl. Sci & Tech Abs 1983-2001/Dec  
(c) 2002 The HW Wilson Co.  
File 583:Gale Group Globalbase(TM) 1986-2002/Jan 15  
(c) 2002 The Gale Group  
File 233:Internet & Personal Comp. Abs. 1981-2002/Jan  
(c) 2002 Info. Today Inc.  
File 474:New York Times Abs 1969-2002/Jan 15  
(c) 2002 The New York Times  
File 475:Wall Street Journal Abs 1973-2002/Jan 15  
(c) 2002 The New York Times  
File 139:EconLit 1969-2002/Jan  
(c) 2002 American Economic Association

Set	Items	Description
S1	15098	(BILLING OR PAYMENT? OR INVOIC? OR ACCOUNTING OR ACCOUNTS(- )RECEIV?) (3N) (SYSTEM? OR MANAGEMENT? OR STATEMENT?)
S2	1145	PRINT?() (AD OR ADS OR ADVERTISEMENT?)
S3	5	(AD OR ADS OR ADVERTISEMENT?) AND PRINTED() PAGE?
S4	4960	(AUTOMATED OR ELECTRONIC? OR DATABASE? OR DATA()BASE?) (5N) - (BILLING OR ACCOUNTING OR INVOIC? OR PAYMENT? OR DEDUCTION?)
S5	12117	BILLING?
S6	5	RD S3 (unique items)
S7	0	S6 AND (S1 OR S4 OR S5)
S8	0	S1 AND S2
S9	3	(S4 OR S5) AND S2
S10	3	RD (unique items)
S11	3	S10 NOT S6

6/3,K/1 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2002 Institution of Electrical Engineers. All rts. reserv.

6218497

Title: **Scanning the future [Intelligent Documents]**  
Author(s): Fiedler, E.  
Journal: Business Forms, Labels & Systems vol.37, no.5 p.20  
Publisher: North American Publishing,  
Publication Date: 1 March 1999 Country of Publication: USA  
CODEN: BFLSEP ISSN: 1044-758X  
SICI: 1044-758X(19990301)37:5L:20:SFID;1-X  
Material Identity Number: N573-1999-006  
Language: English  
Subfile: D  
Copyright 1999, IEE

...Abstract: enough to help it survive in the 21st century. IDOCs work by instantly linking a **printed page** to a targeted Internet site, providing updated information. With IDOCs, print advertisers would no longer...

... minute information changes or fitting all of their information into the allotted space. A simple **ad** can link the user to unlimited and constantly-updated information.

...Identifiers: **printed page** ;

6/3,K/2 (Item 1 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2002 ProQuest Info&Learning. All rts. reserv.

01748706 ORDER NO: AADAA-I9975460

**Self-promotion as poetic strategy in "Leaves of Grass" (Walt Whitman)**

Author: Earnhart, Don Brady  
Degree: Ph.D.  
Year: 2000  
Corporate Source/Institution: University of Virginia (0246)  
Source: VOLUME 61/06-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2299. 210 PAGES  
ISBN: 0-599-81115-3

...*reader* figure descends partly from the familiar  
&ldquo;satisfied customer&rdquo; of testimonial **ads** .

Textual imagery in *Leaves of Grass* inherently promotes not only this book in particular but also the very act of reading the **printed page** , as I discuss in my fourth chapter. Whitman's experience as a printer and newspaperman...

6/3,K/3 (Item 2 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2002 ProQuest Info&Learning. All rts. reserv.

1069558 ORDER NO: AAD89-16919

**MARGINS AND MARGINALITY: SOME USES OF PRINTED PAGE IN EARLY MODERN ENGLAND**

Author: TRIBBLE, EVELYN BYRD  
Degree: PH.D.  
Year: 1988  
Corporate Source/Institution: UNIVERSITY OF CALIFORNIA, BERKELEY (0028)  
Source: VOLUME 50/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1316. 398 PAGES

**MARGINS AND MARGINALITY: SOME USES OF PRINTED PAGE IN EARLY MODERN ENGLAND**

...dissertation is to examine strategies for exploiting and containing this medium. I concentrate upon the **printed page** itself, which I argue constitutes a space which can be used self-consciously by authors...

...they share more than evidence of the self-conscious manipulation of the resources of the **printed page**. All are in various ways articulating, responding to, revising, the humanist imperative, which originated as a desire to reshape the classical tradition by returning to the source-- **ad fontes**--and quickly became associated with the use of literature as a means of drawing...

**6/3,K/4 (Item 1 from file: 583)**  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09196336  
Boston Globe Bans Tobacco **Ads**  
US: TOBACCO BAN BY BOSTON GLOBE  
Los Angeles Times Online (AUD) 12 Nov 1999 p. 1  
Language: ENGLISH

**Boston Globe Bans Tobacco Ads**

Boston Globe introduced a ban on tobacco product **ads** on 11 November 1999, with the move taking effect at once on newspaper pages and from the start of January 2000 for pre-**printed pages**. The US-based newspaper, which is owned by the New York Times, is one of only a small number in the industry that refuses to publish tobacco **ads**. Tobacco **advertisements** make up less than 1% of overall **ad** revenues at Boston Globe.

**6/3,K/5 (Item 1 from file: 475)**  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2002 The New York Times. All rts. reserv.

08009653 NYT Sequence Number: 000000990129  
**PUBLISHING: TV GUIDE STEPS OFF PRINTED PAGE TO WEB, CABLE**  
BOUNDS, WENDY  
Wall Street Journal, Col. 6, Pg. 1, Sec. B  
Friday January 29 1999

**PUBLISHING: TV GUIDE STEPS OFF PRINTED PAGE TO WEB, CABLE**

**ABSTRACT:**

TV Guide is about to begin the biggest overhaul in its 46-year history; with **ad** pages and circulation slipping, TV Guide will unveil the TV Guide Channel, a cable-TV...

11/3,K/1 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

09446978  
Aumenta la inversion publicitaria  
PUERTO RICO: MORE FIRMS INVESTING IN ADS  
El Nuevo Dia (AXI) 22 Jan 2001 Online  
Language: SPANISH

... to 1999, this is a 7% increase. Specifically, television ads generated US\$ 977.9mn in **billings** (+15%); **print ads** generated US\$ 488.9mn (-2%); and magazine ads made for US\$ 45.9mn (+20%). \*...

11/3,K/2 (Item 1 from file: 474)  
DIALOG(R)File 474:New York Times Abs  
(c) 2002 The New York Times. All rts. reserv.

00892600 NYT Sequence Number: 078352780112  
**Marschalk agency wins corporate ad account for W R Grace & Co, with billings of approx \$1 million. Campaign will definitely feature print ads , and spot TV is being considered. Previous agency was Albert Frank-Guenther Law (S).)**  
DOUGHERTY, PHILIP H  
New York Times, Col. 4, Pg. 9, Sec. 4  
Thursday January 12 1978

**Marschalk agency wins corporate ad account for W R Grace & Co, with billings of approx \$1 million. Campaign will definitely feature print ads , and spot TV is being considered. Previous agency was Albert Frank-Guenther Law (S).)**...

11/3,K/3 (Item 1 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2002 The New York Times. All rts. reserv.

07024935  
**KETCHUM'S ADS TOUT ITS CREATIVE PROWESS**  
Wall Street Journal, Col. 1, Pg. 10, Sec. B  
Monday April 24 1995

ABSTRACT:

Advertising column reports Ketchum Communications has prepared three-minute 'infomercial' and **print ads** touting its ad in effort to alter its perception as workman-like shop with little...

...out Ketchum is 25th-largest agency in US with gross income of \$73 million and **billings** of \$644 million (M)

File 9:Business & Industry(R) Jul/1994-2002/Jan 15  
(c) 2002 Resp. DB Svcs.  
File 15:ABI/Inform(R) 1971-2002/Jan 16  
(c) 2002 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2002/Jan 15  
(c) 2002 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2002/Jan 15  
(c)2002 The Gale Group  
File 610:Business Wire 1999-2002/Jan 16  
(c) 2002 Business Wire.  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 613:PR Newswire 1999-2002/Jan 16  
(c) 2002 PR Newswire Association Inc  
File 625:American Banker Publications 1981-2002/Jan 15  
(c) 2002 American Banker  
File 268:Banking Info Source 1981-2002/Jan W1  
(c) 2002 ProQuest Info&Learning  
File 626:Bond Buyer Full Text 1981-2002/Jan 15  
(c) 2002 Bond Buyer  
File 267:Finance & Banking Newsletters 2002/Jan 14  
(c) 2002 The Dialog Corp.

Set	Items	Description
S1	292563	(BILLING OR PAYMENT? OR INVOIC? OR ACCOUNTING OR ACCOUNTS(- )RECEIV?)(3N)(SYSTEM? OR MANAGEMENT? OR STATEMENT?)
S2	64946	PRINT?() (AD OR ADS OR ADVERTISEMENT?)
S3	868	(AD OR ADS OR ADVERTISEMENT?) AND PRINTED() PAGE?
S4	98363	(AUTOMATED OR ELECTRONIC? OR DATABASE? OR DATA()BASE?) (5N)- (BILLING OR ACCOUNTING OR INVOIC? OR PAYMENT? OR DEDUCTION?)
S5	319985	BILLING?
S6	7	S1(10N)S2
S7	6	RD (unique items)
S8	3	(S1 AND S2)/TI,LP
S9	3	RD (unique items)
S10	2	S9 NOT S7
S11	5	S1(S)S3
S12	5	RD (unique items)
S13	3	S12 NOT (S7 OR S9)
S14	21	S2(S)S4
S15	1	S14 AND S3
S16	0	S15 NOT (S7 OR S9 OR S12)
S17	6	S14/TI,LP
S18	4	RD (unique items)
S19	4	S18 NOT (S7 OR S9 OR S12)
S20	431	S2(S)S5
S21	1	S20 AND S3
S22	0	S21 NOT (S7 OR S9 OR S12 OR S18)
S23	54	S2(5N)S5
S24	13	S23/TI,LP
S25	10	RD (unique items)
S26	10	S25 NOT (S7 OR S9 OR S12 OR S18)
S27	105	S20 AND (IMAGE OR IMAGES OR GRAPHIC? OR PICTURE?)
S28	6350	DIGITAL() (FILE? OR RECORD)
S29	0	S27 AND S28
S30	18	S27 AND DIGITAL?
S31	11	RD (unique items)
S32	10	S31 NOT (S7 OR S9 OR S12 OR S18 OR S25)
S33	1	S27 AND S3
S34	0	S33 NOT (S7 OR S9 OR S12 OR S18 OR S25 OR S31)
S35	2	S1 AND S2 AND S3

S36	2	RD (unique items)
S37	0	S36 NOT (S7 OR S9 OR S12 OR S18 OR S25 OR S31)
S38	54	S2(5N)S5
S39	4	S3(10N)S5
S40	4	RD (unique items)
S41	3	S40 NOT (S7 OR S9 OR S12 OR S18 OR S25 OR S31)

7/3,K/1 (Item 1 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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08643831 Supplier Number: 74653006 (USE FORMAT 7 FOR FULLTEXT)

**NEXPO 2001: Profiles.**

Santo, Jamie  
Editor & Publisher, p24  
May 14, 2001  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; General  
Word Count: 17177

... will be demonstrating the AdBase advertising system, which includes tools for classified display and pre-**print ad** order entry, rating, graphics management, data analysis and warehousing, customer **management** and contract tracking, **accounts receivable**, invoicing, cash receipts, and classified pagination, and display ad dummyming.

Melbourne, Fla.

(321) 254-5559...

7/3,K/2 (Item 2 from file: 16)  
DIALOG(R) File 16:Gale Group PROMT(R)  
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07728672 Supplier Number: 64340436 (USE FORMAT 7 FOR FULLTEXT)  
**DTI's new line takes shape. (Digital Technology's ClassSpeed) (Product Announcement)**

The Seybold Report on Publishing Systems, v29, n18, p11  
August 21, 2000  
Language: English Record Type: Fulltext  
Article Type: Product Announcement  
Document Type: Newsletter; Trade  
Word Count: 1287

... the same entry system used for print ads, which facilitates cross-selling of Web and **print ads** and enables unified **billing**.

The **system** supports "electronic full-page ads," linked to button ads. These ads-sold, hosted and often...

7/3,K/3 (Item 1 from file: 160)  
DIALOG(R) File 160:Gale Group PROMT(R)  
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02035451

**Resorting to violence**

Marketing Computers October, 1988 p. 44  
ISSN: 8750-1848

... Zhivago Advertising/PR (Palo Alto, CA). For example, Control Key uses an 'Eliminate the Nightmare' **print ad** for its PC-based telephone **accounting system**. The ad has a man wearing a mask and holding a chain saw. While the...

7/3,K/4 (Item 1 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

10741082 SUPPLIER NUMBER: 53552229 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The virtual call center: key to customer service?**

Tanner, Todd  
Business Communications Review, 28, 12, 29(4)  
Dec, 1998  
ISSN: 0162-3885      LANGUAGE: English      RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2679      LINE COUNT: 00220

... care industries. By varying the printed toll-free number on, for example, an insurance form, **billing statement** or **printed ad**, an organization can establish application-specific access numbers, which route callers directly to the specific...

7/3,K/5      (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

04811640      SUPPLIER NUMBER: 09385881      (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Electronic bill payment: why small systems are wise to avoid them.**  
**(Citicorp's ZapCheck program for cable television industry customers)**  
Williams, Jennifer Quinn  
Cable Television Business, v27, n17, p42(3)  
Sept 1, 1990  
ISSN: 0745-2802      LANGUAGE: ENGLISH      RECORD TYPE: FULLTEXT  
WORD COUNT: 1448      LINE COUNT: 00113

... s favor, the program offers point-of-sale displays, fillers, radio and television scripts and **print ads** for potential cable clients.  
ECONOMIES OF SCALE  
Electronic bill **payment systems** are marketed to cable companies as reducing check-processing costs. Citicorp's Rocky Mountain regional...

7/3,K/6      (Item 1 from file: 613)  
DIALOG(R)File 613:PR Newswire  
(c) 2002 PR Newswire Association Inc. All rts. reserv.

00411091 20000911SFM074 (USE FORMAT 7 FOR FULLTEXT)  
**Nextron And Amdocs Partner to Deliver Print-to-Web Content Management Solution for Online Content Providers And Directory Publishers**  
PR Newswire  
Monday, September 11, 2000 08:03 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 681

TEXT:

...products to online content providers and directory publishers around the world that streamline development, sales, **billing**, **management** and back-end integration of electronic advertisements, Web content and **print advertisements**. Using Nextron and Amdocs' joint solution, directory publishers can leverage existing data and content -- such...



10/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

06053462 Supplier Number: 54060402 (USE FORMAT 7 FOR FULLTEXT)

**Cards market in full flight.**

Cards International, n204, pNA

Sept 9, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 1794

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...partner in one of Turkey's largest ATM networks and is developing smart cards. The **payments system** Turkey is Europe's fastest growing market for plastic payments cards, but credit cards use...entered the Turkish retail banking market early in 1996, is using billboards, direct mail and **print advertisements**. The usage patterns of Turkish cardholders are more in line with consumers in developed markets...

10/3,K/2 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

05093434 SUPPLIER NUMBER: 09387218 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**How to create an effective advertisement. ( Management of an Accounting Practice.)**

Granat, Jay P.

CPA Journal, v61, n1, p68(2)

Jan, 1991

ISSN: 0732-8435 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1161 LINE COUNT: 00094

**How to create an effective advertisement. ( Management of an Accounting Practice.)**

TEXT:

Many accounting firms are now placing **print advertisements** in trade publications, business journals, newspapers, consumer magazines, and telephone directories. For these campaigns to...

13/3,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.

02180486 74266477

**On the supply side: Prepress**

Anonymous

Editor & Publisher vl34n25 PP: T2-T3 Jun 18, 2001

ISSN: 0013-094X JRNL CODE: GEDP

WORD COUNT: 1438

...TEXT: to wait for a nightly batch process to update account information, AdPower users with Brainworks **billing systems** can find, from the AdPower screen, up-to-date information, including customer debt and credit limit. When an **ad** is filed, AdPower's information is updated to Brainworks. Harris also pointed to AdPowers strength...

13/3,K/2 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

13566734 SUPPLIER NUMBER: 75960100 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**On the Supply Side (2).(multiple topics)**

Rosenberg, Jim

Editor & Publisher, t2

June 18, 2001

ISSN: 0013-094X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 3155 LINE COUNT: 00263

... to wait for a nightly batch process to update account information, AdPower users with Brainworks **billing systems** can find, from the AdPower screen, up-to- date information, including customer debt and credit limit. When an **ad** is filed, AdPower's information is updated to Brainworks. Harris also pointed to AdPower's...

13/3,K/3 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

04500908 SUPPLIER NUMBER: 08049130 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Third annual 1990 directory of human resources services, products and suppliers. (directory)**

Personnel, v67, n1, p41(109)

Jan, 1990

DOCUMENT TYPE: directory ISSN: 0031-5702 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 105313 LINE COUNT: 10071

... for employee  
scheduling and dispatching. The system  
performs the following tasks automatically:  
schedule maintenance, attendance  
**accounting** , report preparation, and communications  
with employees.  
Dale Wilde, Executive Vice-President  
Gordon Pelton, Vice-President...Since 1924,  
creativity, media knowledge, and fast response  
have been key agency strengths.  
Furman, Feiner **Ad** Agency, Inc., Furman, Roth  
& Co., 50 E. Palisade Ave., Englewood, NJ  
07631; 201-568-1634...

...advertising agency. Staffed by human  
resources and advertising professionals, our  
Recruitment Division creates print  
recruitment ad campaigns, brochures, radio and  
television commercials, and direct-response  
recruitment materials.  
Don. B. Elliott, President...

19/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

03099573

**Official Payments Launches Ad Campaign**

(Official Payments breaks a \$4 mil marketing effort that features radio, print and television ads promoting its telephone and online credit card payment service)

AdWeek New England, v 38, n 13, p 8

March 26, 2001

DOCUMENT TYPE: Journal ISSN: 0888-0840 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 67

**TEXT:**

BOSTON--Official **Payments**, a provider of **electronic payment** options to government entities, has introduced a national consumer campaign to advertise its telephone and...

...was created in-house by the Stamford, Conn., company, includes radio and TV spots and **print ads** running in The Wall Street Journal and other papers. ...

19/3,K/2 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

06807712 Supplier Number: 57579363 (USE FORMAT 7 FOR FULLTEXT)

**NEW JERSEY. (Brief Article)**

ADWEEK Eastern Edition, v40, n45, p68

Nov 8, 1999

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 136

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

Gianettino & Meredith was named the advertising agency for NYCE. The **electronic - payment** company charged G&M, Short Hills, with building awareness of the NYCE brand and promoting ATM card use for purchases. The agency will develop TV and **print ads** and point-of-sale materials to promote NYCE in the Northeast in the fourth quarter...

19/3,K/3 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

05613530 Supplier Number: 48493926 (USE FORMAT 7 FOR FULLTEXT)

**NEW MEDIA**

Communications Daily, v18, n99, pN/A

May 22, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 418

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

...commerce bill (HR-2991) that would allow federal govt. to accept digitally signed forms and **electronic payments** over Internet. At 3rd in

series of hearings on e-commerce, Tauzin and Eshoo said...

...of personal financial information and 75% about privacy on Internet. She said large TV and **print ad** campaigns by companies such as IBM are changing beliefs, but "time and experience" will be...

19/3,K/4 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

02767490 Supplier Number: 43710441 (USE FORMAT 7 FOR FULLTEXT)  
**FCC rules on pay-per-call messages**  
Common Carrier Week, pN/A  
March 15, 1993  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Professional Trade  
Word Count: 247

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:  
...700 exchange. FaxChek won waiver from audible preamble for services in which computer is accessing **database** via modem and **billing** occurs through 900 number. Meanwhile, FTC proposed tougher disclosure standards for providers. Proposals would make...  
  
...adjacent to number and stay on screen as long as 900 number is displayed. In **print ads**, costs must be next to advertised number and in same size type. For services that...

26/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

03287145

**Charleston Open, Zoom Culture Join Republik's Roster**  
(Ad agency picks up accounts for golf tournament and production firm)  
AdWeek Southeast, v 22, n 44, p 4  
October 29, 2001  
DOCUMENT TYPE: Journal ISSN: 8756-6389 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 113

TEXT:

...Hill, N.C., shop's work for the Nov. 9-11 tourney involves radio and  
**print ads** and direct mail. **Billings** are undisclosed.

Zoom Culture in Chapel Hill has signed the shop to handle advertising and  
...

26/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

02885427 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**New Campaigns: Proxima exploits fantastic settings**  
(Proxima, maker of overhead projectors, launches new marketing print ad  
campaign; billings for the account, handled by matthews/mark, were not  
disclosed)  
BtoB, v 85, p 14  
July 17, 2000  
DOCUMENT TYPE: Journal ISSN: 1087-948X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 105

(Proxima, maker of overhead projectors, launches new marketing print ad  
campaign; billings for the account, handled by matthews/mark, were not  
disclosed)

26/3,K/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

02741856 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Grouse Tour Leads Carr's Crackers to Decker**  
(Decker wins US advertising account for United Biscuits' (UK) Carr's  
crackers; billings are in \$1 mil range; print ads will break in  
mid-2000;)  
AdWeek New England, v XXXVII, n 8, p 8  
February 21, 2000  
DOCUMENT TYPE: Journal ISSN: 0888-0840 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 305

(Decker wins US advertising account for United Biscuits' (UK) Carr's  
crackers; billings are in \$1 mil range; print ads will break in  
mid-2000;)

26/3,K/4 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)

(c) 2002 Resp. DB Svcs. All rts. reserv.

02642627 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A&G Touts ProLogis**

(ProLogis has begun a new print ad campaign, with estimated billings of \$5 mil, that targets senior management at Fortune 1,000 companies)

AdWeek New England, v XXXVI, n 45, p 4

November 08, 1999

DOCUMENT TYPE: Journal ISSN: 0888-0840 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 222

(ProLogis has begun a new print ad campaign, with estimated billings of \$5 mil, that targets senior management at Fortune 1,000 companies)

26/3,K/5 (Item 5 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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02123535 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**McGarrah Does Fashion Fixes For Savane**

(Savane Apparel to begin national print ad campaign with estimated billings over \$2 bil)

AdWeek Southwest, v XX, n 15, p 4

April 13, 1998

DOCUMENT TYPE: Journal ISSN: 0746-892X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 237

(Savane Apparel to begin national print ad campaign with estimated billings over \$2 bil)

26/3,K/6 (Item 6 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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01627105 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Learjet Keeps Flying, But Bombardier Lags**

(Learjet launching new international print ad campaign; billings not revealed, but 1995 spending for Learjet was a little more than \$1 mil)

AdWeek Southwest, v XVIII, n 40, p 4

September 30, 1996

DOCUMENT TYPE: Journal ISSN: 0746-892X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 333

(Learjet launching new international print ad campaign; billings not revealed, but 1995 spending for Learjet was a little more than \$1 mil)

26/3,K/7 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

07201366 Supplier Number: 60014579 (USE FORMAT 7 FOR FULLTEXT)

**Y&R Catches Dot.com.**

ADWEEK Western Advertising News, v50, n8, p8B

Feb 21, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 148

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...with corporate employers, has named Duncan/Channon, San Rafael, Calif., as its agency of record. **Billings** are estimated at \$10 million. **Print ads** will break in March, followed by online and radio. ... Matthews/Mark will develop a \$5...

**26/3,K/8 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

06761200 Supplier Number: 56753045 (USE FORMAT 7 FOR FULLTEXT)

**Gale Hayman Beverly Hills.**

Soap & Cosmetics, v75, n10, p19

Oct, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 89

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...campaign that focuses on the fragrances' complementary, yet contrasting, relationship, The Rose Sheet indicated. The **print ads** will appear on **billing** inserts and possibly in magazines.

**26/3,K/9 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

06220399 Supplier Number: 54212037 (USE FORMAT 7 FOR FULLTEXT)

**Newswire Roundup. (Brief Article)**

ADWEEK Eastern Edition, v40, n12, p44(1)

March 22, 1999

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 321

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Babcock in New York has landed a project from Glaxo Wellcome for its Imitrex brand. **Billings** were undisclosed ... Blum Group launches **print ads** this week for ABC's The Century with Peter Jennings in Time, Newsweek, People and...

**26/3,K/10 (Item 1 from file: 148)**

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2002 The Gale Group. All rts. reserv.

10824981 SUPPLIER NUMBER: 53904527 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Newswire.**

Brandweek, 40, 7, 5(1)

Feb 15, 1999

ISSN: 1064-4318 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 167 LINE COUNT: 00016

TEXT:

...Colby Effler in Santa Monica, Calif., highlights superior engineering and race victories in new TV/ **print ads** for American Suzuki



Motor Corp. **Billings** est. at \$10 million... PERSONNEL: Jim Ritts resigned  
as commissioner of the LPGA Tour, Daytona...

32/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.

02992581 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Integrated Campaign**

(Sonar Network spent \$500,000 to \$1 mil on media for campaign which generated over 3,000 sales leads; Boise Cascade Office Products creates consistent and integrated look, featuring tagline, "Boise. It couldn't be easier.")

BtoB, v 85, p 40

December 04, 2000

DOCUMENT TYPE: Journal ISSN: 1087-948X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 549

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...Smart design of the pieces, crisply written copy and a series of very approachable human **images** reinforced the theme that doing business with Boise "couldn't be easier" and proved to...

...category.

The runner-up in the integrated category goes to Sonar Network and its agency, **Digital Pulp Inc.**, for a campaign featuring high-spirited make-believe characters, each designed to represent the various niches that the online advertising network reaches.

The fun, campy **images** were designed to break through the dreck of technology advertising, said Lee Nadler, president-CEO...

...terms of reach."

Sonar Network, a division of DoubleClick Inc., launched in January -- which meant **Digital Pulp** faced the challenge of creating awareness from scratch. The kitschy **images** were consistently carried across several platforms: print advertising, direct mail, banners and what Nadler calls...

...Nadler said, indicating that a campaign with high entertainment value is well worth it.

The **print ads**, primarily targeting marketing executives, appeared in such publications as Advertising Age and The Industry Standard's Grok supplement. Media **billings** for the campaign are in the \$500,000 to \$1 million range.

**Digital Pulp** also designed Sonar's Web site, which, unlike the tongue-in-cheek integrated campaign...

32/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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01076319 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**NEC Breaks Ground**

(NEC Technologies launched a corporate TV and print ad campaign via Houston **Effler Hampel & Stefanides**)

AdWeek New England, v XXXI, n 47, p 1+

November 21, 1994

DOCUMENT TYPE: Journal ISSN: 0888-0840 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 528

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:

NEC Technologies (Boxborough, MA) launched a corporate TV and **print ad** campaign via Houston Effler Hampel & Stefanides (New York, NY). The TV commercials, introduced during Thanksgiving Day football games, present a display of computer-generated data and **graphics** awash over the faces of ordinary people. NEC product users appear to literally interact with...

...of the campaign is to promote NEC's CD-ROM capabilities which help make computer **images** appear more true-to-life. According to Kerry Zeida, the firm's director of corporate communications, the ads rely on visual **images** rather than copy or voiceovers because it is believed a subtle approach will attract more...

...Houston Effler's Boston office handles print-based ads for NEC's other products. Total **billings** on the account are \$42 mil, according to agency president Don Effler. Article also discusses...

TEXT:

...and print campaign literally engulfs ordinary people in colorful streams of computer-generated data and **graphics**. The TV campaign-a single 60-second spot with a 30-second edit-breaks this...

...with only a short, restrained voiceover at the end, shows a variety of text and **graphic images** -rocketships, racing zebras, columns of facts and figures-flashing across people's faces. NEC product...

...The campaign is aimed at touting NEC's CD-ROM capabilities which help make computer **images** appear more lifelike.

Kerry Zeida, NEC's director of corporate communications, said the ads rely on visual **images**, rather than copy or voiceovers touting the company and its products because, "To get people...

...Mather in New York, has been running a TV campaign starring sitcom star Paul Reiser. **Digital Equipment Corp.** recently broke a series of corporate print ads via DDB Needham, New York...

32/3,K/3 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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09322394 Supplier Number: 81246904 (USE FORMAT 7 FOR FULLTEXT)

**Quad/ Graphics Expands Business With New Ad Management Service.**

Business Wire, p2358

Jan 3, 2002

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 838

**Quad/ Graphics Expands Business With New Ad Management Service.**

... Computer-to-Plate Production While Offering Ad Agencies the Advantage of Expedited File Processing

Quad/ **Graphics** has launched a new service that quickly and easily converts **digital** advertising files (or even film) to a universally accepted format for **digitally** imaging plates. The Internet-based service is a boon to advertising agencies and engravers that...

...with their clients to produce timely, effective advertising content.  
The service is provided by Quad/ **Graphics** ' Advertising Resource

Management (ARM) Center, which has a dedicated call center for handling file conversions...

...for computer-to-plate production," said Tom Frankowski, vice president of Imaging Operations for Quad/ **Graphics** . "Yet, there's a lack of facilities capable of providing raster-based file-conversion services...

...requested file type(s).

-- Sends content proofs for inspection and approval. Available proof options

include **Digital** Reader, IRIS, Spectrum and top sheets.

-- Distributes final files and proof materials to a requested...

...need only call the center's toll-free hotline and provide some basic processing and **billing** information before uploading their files to a secure Internet site. From there, the ARM Center's **print ad** specialists handle the rest - from preparing files to creating proofs and distributing final files.

Soon...

...listed on ARMCenter.com, with more regularly signing on. Publishers need not print with Quad/ **Graphics** to list their ad specs on ARMCenter.com.

Raster-Based Files vs. Vector-Based Files...

...include many popular applications such as Quark, Illustrator and PageMaker - require interpretation prior to making **digital** proofs and plates, creating opportunities for errors. "In the days of film, we made the...

...Included in the vector-based file interpretation process is adding fonts and exchanging low-resolution **images** with their high-resolution counterparts, among other steps. "By nature of the way vector-based files operate, fonts, **images**, logos, etc. are separate, unique elements in the file," Mr. Frankowski said. "All too often we find fonts or **images** are missing, or text spontaneously re-flows, or page elements like boxes or shadows are...

32/3,K/4 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06844937 Supplier Number: 57903327 (USE FORMAT 7 FOR FULLTEXT)

NEW YORK.

ADWEEK Eastern Edition, v40, n47, p61

Nov 22, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1592

... New York, has broken its first work for Medscape's CBSHealthWatch.com. The ad employs **images** of routine acts, such as swimming and brushing teeth, and compares them with the act...

...has launched a national campaign for Roxy.com, an online electronics retailer. TV, radio and **print ads** introduce a representative, "Neidermeyer," who solves technical problems. In one TV spot, a school principal...

...fellow New York shop Hamft Byrne Raboy & Partners and Boston agency CGN Marketing & Creative Services. **Billings** are \$15 million.

The Kaplan Thaler Group, New York, launched its first national ad campaign...

...and meeting Wile E. Coyote-esque consequences. The animation was developed by AMP Traditional and **Digital** Animation in New York.

Mission Creative Energy, New York, has created a print campaign for ...advertising agency for Adelphi University in Garden City. The agency will create a branding and **image** campaign for Adelphi, which includes print and broadcast advertising, strategic marketing, direct marketing and Web...

32/3,K/5 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06509651 Supplier Number: 55241578 (USE FORMAT 7 FOR FULLTEXT)

**The top 20 European networks.(Statistical Data Included)**

Campaign, pS3

July 9, 1999

Language: English Record Type: Fulltext

Article Type: Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 3328

... than billings. This should be welcomed by an industry for whom billings are increasingly anachronistic.

**Billings** relate to a time when advertising agencies charged a fixed 15 per cent commission rate...

...related, trading company. In addition, advertising now embraces so much more than TV spots and **print ads**. For European agency networks, non-traditional advertising can account for up to 50 per cent...

...strengthen our position in the UK, although we are not looking for another network."

The **picture** that emerges from the European agency league every year is of increasingly large chunks of...

...now equipped with standalone buying outfits; new media, and trying to guess the consequences of **digital** and interactive TV; and, of course, new business. The latter will ...Ford, Kraft Jacobs Suchard, Phillip

Morris, Pirelli, Repsol, Star Alliance, Swissair, United Airlines, United International **Pictures**, Xerox.

No of countries/offices: 24/45. Staff 98: 3,380

3 Euro RSCG 640...  
Ford, Kraft Jacobs Suchard, Phillip  
Morris, Pirelli, Repsol, Star Alliance, Swissair, United  
Airlines, United International **Pictures**, Xerox.  
No of countries/offices: 24/45. Staff 98: 3,380

3 Euro RSCG 4...

32/3,K/6 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06474859 Supplier Number: 55093846 (USE FORMAT 7 FOR FULLTEXT)

**Meridian Advertising, Inc., Accepted as New Member Of Association of American Advertising Agencies.**

PR Newswire, p6522

July 7, 1999

Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 250

... continued.

Meridian is a full service ad agency and while only five years old, has **billings** of \$157 million. In 1999 the company will produce over 36,000 pages of **print ads** for a variety of clients and is recognized as one of the Top Ten print...

...for membership.

Meridian Advertising is part of the Black Dot Group, a subsidiary of Applied **Graphics** Technologies, Inc. (Nasdaq: AGTX) a major provider of outsourced advanced **digital** media asset management and archiving services, and a wide range of strategically driven advertising and...

**32/3,K/7 (Item 5 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05653606 Supplier Number: 50109846 (USE FORMAT 7 FOR FULLTEXT)

**AGENCY NEWS**  
ADWEEK Eastern Edition, v29, n22, p36  
June 1, 1998  
Language: English Record Type: Fulltext  
Article Type: Article  
Document Type: Magazine/Journal; Trade  
Word Count: 1014

... Partners. DiMassimo will relaunch the Rex PC Companion, a pocket-size PC card and personal **digital** assistant capable of holding up to 3,000 records, including phone numbers, to-do lists...

...only applauds the approach but suggests that she try the Nike Air Imara, which is **pictured** below the copy. The ad features an **image** of a woman with a golden glow running in an urban setting. Two ads kick...

...company which provides funding for creative projects in the music industry Billings were not disclosed. **Print ads** appear in Billboard, Variety, The Hollywood Reporter, Music Business International, Music Week and Publisher's...

**32/3,K/8 (Item 6 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
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05188902 Supplier Number: 47917963 (USE FORMAT 7 FOR FULLTEXT)

**UNIVERSAL DETAILS GIANT LOST WORLD CAMPAIGN**  
Video Week, v18, n33, pN/A  
August 18, 1997  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 765

... and-scan, widescreen and Spanish-subtitled versions as well as \$39.98-priced widescreen Dolby **Digital** laserdisc. No DVD release has been planned, Exec. Vp Andrew Kairey said. However, company has...

...on their card. Promotion will be supported through network and cable TV ads along with **print ads** in Entertainment Weekly, People, Rolling Stone, Sports Illustrated, US. Ads will run Nov. 1-Dec. 31. **Billing**

insert will promote video to card members, and on-pack stickers and tear-off pads...

NAICS CODES: 5121 (Motion **P**icture and Video Industries)

**32/3,K/9 (Item 1 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

07509815 SUPPLIER NUMBER: 15575835 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Putting soul into the machine. (high-tech advertising with the Ammirati & Puris agency) (includes directory grading the top-ten high-tech advertising agencies) (Cover Story)**  
Smith, Dawn  
Marketing Computers, v14, n7, p38(8)  
July-August, 1994  
DOCUMENT TYPE: Cover Story ISSN: 0895-5697 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 4191 LINE COUNT: 00320

...ABSTRACT: arena, while many high-tech clients are perceiving the need for Madison Avenue-styled brand **image** . A&P has successfully aided companies such as Nikon and BMW increase the sales of their low-end products without tarnishing their high-end brand's **image** . Almost 25% of the agency's billing of \$405 million in 1993, comes from high...  
... when many computer companies are recognizing the need for a strong, Madison Avenue-fashioned brand **image** . IBM's 500-million move to Ogilvy & Mather is the most recent and powerful example...feat. In the case of both Compaq and RCA, A&P helped them revamp their **images** as they reworked their product lines.

"Every company goes through cycles of success and failure...

...s when the consumer electronics giant came to A&P but it also needed an **image** overhaul that would retain the essence of the classic company. Specifically, it wanted to move...

...waters for RCA, as the company pushes the hardware and the compression technology behind the **Digital** Satellite System (DSS), which is expected to deliver 150 channels of programming to dish-equipped...s 12 clients: Cellular One, Compaq, Labatt's, MasterCard and UPS. He stepped into the **picture** soon after the launch of Compaq DirectPlus, overseeing the creation of its catalog, with the...

...that's not the environment we're living in today."

Instead of relying on the **images** that traditionally fill cellular service ads, such as male executives driving around in expensive cars...  
...in 1992 to \$86 million in 1993. Gained one new client, no losses. A Creative: **Print ads** give Compaq an aura of style and class; television spots relate ...works because it's not too heavy on the text side; good use of simple **image** . B+ Comments: Heavy media for "Intel Inside" keeps campaign top-of-mind, but agency must be careful to create a bullying **image** . Overall Grade: B-

Foote, Cone & Belding San Francisco FCB Technology Group  
High-Tech Clients: Adobe...

...to cram too much copy in there. It's time to choose between Peter Norton **image** or product features. Cisco ads look low budget with grainy stock photos. ROLM ads are...

**32/3,K/10 (Item 1 from file: 610)**  
DIALOG(R)File 610:Business Wire  
(c) 2002 Business Wire. All rts. reserv.

00641752 20020103003B4885 (USE FORMAT 7 FOR FULLTEXT)

**Quad/ Graphics Expands Business With New Ad Management Service-New Service Satisfies Publishers' Demands for a Reliable File Format for Computer-to-Plate Production While Offering Ad Agencies the Advantage of Expedited File Processing**

Business Wire

Thursday, January 3, 2002 14:05 EST

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 834

**Quad/ Graphics Expands Business With New Ad Management Service-New Service Satisfies Publishers' Demands for a Reliable...**

TEXT:

Quad/ **Graphics** has launched a new service that quickly and easily converts **digital** advertising files (or even film) to a universally accepted format for **digitally** imaging plates. The Internet-based service is a boon to advertising agencies and engravers that ...

The service is provided by Quad/ **Graphics** ' Advertising Resource Management (ARM) Center, which has a dedicated call center for handling file conversions...

...for computer-to-plate production," said Tom Frankowski, vice president of Imaging Operations for Quad/ **Graphics** . "Yet, there's a lack of facilities capable of providing raster-based file-conversion services...

...requested file type(s).

- Sends content proofs for inspection and approval. Available proof options include **Digital** Reader, IRIS, Spectrum and top sheets.
- Distributes final files and proof materials to a requested...

...need only

call the center's toll-free hotline and provide some basic processing and **billing** information before uploading their files to a secure Internet site.

From there, the ARM Center's **print ad** specialists handle the rest - from preparing files to creating proofs and distributing final files.

Soon...

...listed on

ARMCenter.com, with more regularly signing on. Publishers need not print with

Quad/ **Graphics** to list their ad specs on ARMCenter.com.

Raster-Based Files vs. Vector-Based Files...

...include many popular applications such as Quark, Illustrator and PageMaker - require interpretation prior to making **digital** proofs and plates, creating opportunities for errors. "In the days of film, we made the...



...Included in the vector-based file interpretation process is adding fonts and exchanging low-resolution **images** with their high-resolution counterparts, among other steps. "By nature of the way vector-based files operate, fonts, **images**, logos, etc. are separate, unique elements in the file," Mr. Frankowski said. "All too often we find fonts or **images** are missing, or text spontaneously re-flows, or page elements like boxes or shadows are...

...all major printers have universally adopted the format for computer-to-plate production.

CONTACT: Quad/ **Graphics**  
Claire Ho, 414/566-2955

URL: [www.qg.com](http://www.qg.com)  
<http://www.businesswire.com>

...INDUSTRY NAMES: COMPUTER **GRAPHICS** ;

41/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.

07393652 Supplier Number: 62061145 (USE FORMAT 7 FOR FULLTEXT)  
**Drupa 2000 Preview: Industry Trends And Our Guide to the Exhibits.**  
The Seybold Report on Publishing Systems, pNA  
May 8, 2000  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 47334

... and tracking of classified and display ads, for automatic layout of  
Quark Xpress pages, for ad pricing and billing, for managing inserts,  
for marketing programs, and so on. This is a German-language system...

41/3,K/2 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

04113174 SUPPLIER NUMBER: 07947987 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Dream dealer. (Frank Palmer) (company profile)**  
Keast, Gordon  
BC Business, v17, n9, p14(5)  
Sept, 1989  
DOCUMENT TYPE: company profile ISSN: 0829-481X LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 3173 LINE COUNT: 00240

... executive vice-president in the larger firm. This corporate  
marriage made Palmer Jarvis the largest ad agency in western Canada, with  
annual billings of \$85.4 million.

Randy Scotland, associate editor of Marketing magazine in Toronto,  
says the...

41/3,K/3 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.

03900038 SUPPLIER NUMBER: 06967948 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Second Annual Directory of Human Resources Services, Products and  
Suppliers, January 1989. (directory)**  
Personnel, v66, n1, pD1(167)  
Jan, 1989  
DOCUMENT TYPE: directory ISSN: 0031-5702 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 155534 LINE COUNT: 14711

... law's recording of events and dates;  
notification mailings and beneficiary's  
response; premium coupon billing and  
payment recording; reporting requirements  
with both standard and ad-hoc report writer.  
Runs on IBM PC, PS/2 or compatibles  
with 10MB hard drive...

File 20:Dialog Global Reporter 1997-2002/Jan 16  
(c) 2002 The Dialog Corp.  
File 623:Business Week 1985-2002/Jan 15  
(c) 2002 The McGraw-Hill Companies Inc  
File 275:Gale Group Computer DB(TM) 1983-2002/Jan 16  
(c) 2002 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2002/Jan 15  
(c) 2002 The Gale Group  
File 624:McGraw-Hill Publications 1985-2002/Jan 16  
(c) 2002 McGraw-Hill Co. Inc  
File 636:Gale Group Newsletter DB(TM) 1987-2002/Jan 14  
(c) 2002 The Gale Group  
File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc  
File 278:Microcomputer Software Guide 2001/Dec  
(c) 2001 Reed Elsevier Inc.  
File 634:San Jose Mercury Jun 1985-2002/Jan 15  
(c) 2002 San Jose Mercury News  
File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Dec  
(c)2002 Info.Sources Inc  
File 476:Financial Times Fulltext 1982-2002/Jan 16  
(c) 2002 Financial Times Ltd

Set	Items	Description
S1	184540	(BILLING OR PAYMENT? OR INVOIC? OR ACCOUNTING OR ACCOUNTS (- )RECEIV?) (3N) (SYSTEM? OR MANAGEMENT? OR STATEMENT?)
S2	13305	PRINT? () (AD OR ADS OR ADVERTISEMENT?)
S3	416	(AD OR ADS OR ADVERTISEMENT?) AND PRINTED () PAGE?
S4	60157	(AUTOMATED OR ELECTRONIC? OR DATABASE? OR DATA () BASE?) (5N) - (BILLING OR ACCOUNTING OR INVOIC? OR PAYMENT? OR DEDUCTION?)
S5	198637	BILLING?
S6	15	S1(S)S2
S7	13	RD (unique items)
S8	3	(S1 AND S2)/TI,LP
S9	3	RD (unique items)
S10	0	S9 NOT S7
S11	2	S1 AND S2 AND S3
S12	2	RD (unique items)
S13	1	S12 NOT S7
S14	6	S1(S)S3
S15	6	RD (unique items)
S16	5	S15 NOT (S7 OR S12)
S17	6	S3(S)S4
S18	6	RD (unique items)
S19	3	S18 NOT (S7 OR S12 OR S15)
S20	8	S2(S)S4
S21	6	RD (unique items)
S22	5	S21 NOT (S7 OR S12 OR S15 OR S18)
S23	0	(S1 AND S3)/TI,LP
S24	15	S2(10N)S5
S25	15	RD (unique items)
S26	14	S25 NOT (S7 OR S12 OR S15 OR S18 OR S21)
S27	10	(S2 AND S5)/TI,LP
S28	10	RD (unique items)
S29	7	S28 NOT (S7 OR S12 OR S15 OR S18 OR S21 OR S25)
S30	6	S3(S)S4
S31	6	RD (unique items)
S32	0	S31 NOT (S7 OR S12 OR S15 OR S18 OR S21 OR S25 OR S28)
S33	13	S3 AND S4
S34	13	RD (unique items)
S35	5	S34 NOT (S7 OR S12 OR S15 OR S18 OR S21 OR S25 OR S28)

7/3,K/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

19445506

**EUROPE: BERLUSCONI PUT TO TEST BY CROWN CASTLE'S BID FOR RAI TOWER NETWORK**  
DAILY WORLD WIRE  
October 23, 2001  
JOURNAL CODE: WCWW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 4042

... Nasdaq video wall, in addition to 200 phone kiosks, bus sides and video vans. A **print ad** breaks in USA Today Oct. 24-25, the launch date for the new operating system...

7/3,K/2 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

12873920 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Universal Studios Consumer Products Group and Toys 'R' Us Announce Exclusive Retail Promotion for 'Dr. Seuss' How the Grinch Stole Christmas'**  
BUSINESS WIRE  
September 18, 2000  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 778

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... prizes. The Toys "R" Us promotion will be supported with national television advertising spots and **print ad** circulars reaching over 250 million customers. Also, beginning in mid-October, the Toys "R" Us...

7/3,K/3 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

12765128 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Nextron and Amdocs Partner to Deliver Print-to-Web Content Management Solution For Online Content Providers and Directory Publishers**  
PR NEWSWIRE  
September 11, 2000  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 675

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... streamline development, sales, billing, management and back-end integration of electronic advertisements, Web content and **print advertisements**. Using Nextron and Amdocs' joint solution, directory publishers can leverage existing data and content -- such...

... also provide a unique and complete solution for ISPs and ASPs, supporting sales, customer and **billing management** for advertising operations, as well as powerful tools for creating sophisticated ads and Web site...

7/3,K/4 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

05957534 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PrintOnTheNet.com Sponsors John "Chevy" Leavy in SCCA Pro Racing Circuit**  
BUSINESS WIRE  
June 29, 1999  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 559

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... modification and proofing, and enables distributed ordering for businesses with offices in multiple locations. The **system** also offers flexible **billing** options and online reporting which is customized to suit the needs of each PrintOnTheNet.com...

7/3,K/5 (Item 5 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

05215244 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PrintOnTheNet.com Forms European Alliance -- Internet Based Printing**  
**Company Will be a Truly Global Concern**  
BUSINESS WIRE  
May 06, 1999  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 573

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... modification and proofing, and enables distributed ordering for businesses with offices in multiple locations. The **system** also offers flexible **billing** options and online reporting which is customized to suit the needs of each PrintOnTheNet.com...

7/3,K/6 (Item 6 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

05092384 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PrintOnTheNet.com Announces Acquisition Strategy; Innovative E-Commerce**  
**Printing Company Will Use Roll Up Strategy to Build Internet Revenues**  
BUSINESS WIRE  
April 26, 1999  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 565

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... modification and proofing, and enables distributed ordering for businesses with offices in multiple locations. The **system** also offers flexible **billing** options and online reporting which is customized to suit the needs of each PrintOnTheNet.com...

7/3,K/7 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

05040658 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PrintOnTheNet.com Signs Agreement With Total Gas and Electric; E-Commerce**

**Printing Company Offers Nationwide Utility Company Ideal Printing Solution**

BUSINESS WIRE

April 21, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 569

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... modification and proofing, and enables distributed ordering for businesses with offices in multiple locations. The **system** also offers flexible **billing** options and online reporting which is customized to suit the needs of each PrintOnTheNet.com...

**7/3,K/8 (Item 8 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

04929557 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**PrintOnTheNet.com Signs Agreement With Becker and Poliakoff P.A.; E-Commerce Printing Company Offers State-Wide Law Firm Inteligraphic Technology and Services**

BUSINESS WIRE

April 12, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 616

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... modification and proofing, and enables distributed ordering for businesses with offices in multiple locations. The **system** also offers flexible **billing** options and online reporting which is customized to suit the needs of each Print client...

**7/3,K/9 (Item 9 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

04223444 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Surface mail shrugs off e-mail**

YOMIURI SHIMBUN/DAILY YOMIURI

February 03, 1999

JOURNAL CODE: FYOM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1121

... every part of the message stream, starting with address, data management, weighing of mail pieces, **accounting systems**, paper handling and incoming mail. The vast majority of those customers even in the United ...

**7/3,K/10 (Item 1 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

02426598 SUPPLIER NUMBER: 64340436 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**DTI's new line takes shape.(Digital Technology's ClassSpeed) (Product Announcement)**

Seybold Report on Publishing Systems, 29, 18, 11

August 21, 2000

DOCUMENT TYPE: Product Announcement

ISSN: 0736-7260

LANGUAGE:

English        RECORD TYPE: Fulltext  
WORD COUNT:    1372        LINE COUNT: 00109

...        due exposure for their ads. Booking is done through the same entry system used for **print ads**, which facilitates cross- selling of Web and **print ads** and enables unified **billing**.

The **system** supports "electronic full-page ads," linked to button ads. These ads-sold, hosted and often...

**7/3,K/11        (Item 1 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

04059958        Supplier Number: 54060402    (USE FORMAT 7 FOR FULLTEXT)

**Cards market in full flight.**

Cards International, n204, pNA

Sept 9, 1998

Language:    English        Record Type:    Fulltext

Document Type: Newsletter; Trade

Word Count:    1794

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...partner in one of Turkey's largest ATM networks and is developing smart cards. The **payments system** Turkey is Europe's fastest growing market for plastic payments cards, but credit cards use...entered the Turkish retail banking market early in 1996, is using billboards, direct mail and **print advertisements**. The usage patterns of Turkish cardholders are more in line with consumers in developed markets...

**7/3,K/12        (Item 2 from file: 636)**  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

03153028        Supplier Number: 46455597    (USE FORMAT 7 FOR FULLTEXT)

**SONY WONDER HAS DIFFERENT PLANS FOR VSDA**

Video Week, v17, n24, pN/A

June 10, 1996

Language:    English        Record Type:    Fulltext

Document Type: Newsletter; Trade

Word Count:    639

...        official Finals commemorative program for \$49.99 (\$70 value) through inserts in 8 million monthly **billing statements**. CBS/Fox and NBA Entertainment also are advertising video during Finals telecasts and will follow up with TV, radio and **print ads** in winning team's market. Sales of titles in relaunched, branded NBA Video line (VW...

**7/3,K/13        (Item 1 from file: 813)**  
DIALOG(R)File 813:PR Newswire  
(c) 1999 PR Newswire Association Inc. All rts. reserv.

0630563        SF006

**VISA LAUNCHES NEW AD CAMPAIGN FOR OLYMPIC FUND-RAISING PROGRAM**

DATE:    September 14, 1993        11:00 EDT        WORD COUNT:    492

...donations. The commercial airs nationally from October through February on network and cable programs. A **print ad** showing Holland suspended in a wind tunnel

will also run in national magazines beginning in October. The new campaign will be further supported by Visa **billing statement** inserts and merchant point-of-sale signage.

"Our 'Pull for the Team' program demonstrates our...



13/3,K/1 (Item 1 from file: 275)  
DIALOG(R) File 275:Gale Group Computer DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

01965435 SUPPLIER NUMBER: 18548007

Nexpo '96, II: editorial and advertising systems and electronic publishing.  
(includes related article on Freedom System Integrators' addition of  
Phrasea to its product line) (Industry Trend or Event)

Tribute, Andrew; Edwards, Stephen; Rossello, Rosanne; Drennan, Bill;  
Fischer, Christina

Seybold Report on Publishing Systems, v25, n21, p3(51)

July 29, 1996

ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 41501 LINE COUNT: 03239

... around the same database, a customer can make one call and deal  
with both classified ads and accounts receivable. (A new Accounts  
Receivable package integrated with classified and display advertising was  
...

...Changes include the development of an integrated word processor, a new  
screen display for the ad form, an interface to an inexpensive scanner  
for handling faxed ads and software for putting ads on the Internet.  
The integrated word processor enables APT to match the H&J of...

...it could be matched using a program like Word, which makes it possible  
to price ads accurately while taking them over the phone. That had been a  
problem with its earlier text of the ad on the screen next to the ad  
form. The new look also features an attractive, easy-to-use calendar. An  
enhanced pricing routine supports more ad types (including, for example,  
nonprofit organizations) and enables the cross-selling of display ads and  
classifieds. User-selectable rate codes and customer contracts are now  
available. If a customer...

...it. Alternatively, the adtaker can use the formula to quote prices for  
other combinations of ads.

APT has added support for OPI so low-resolution versions of ads can  
be used on the screen and swapped for high-resolution versions on output. A  
system of hot folders is available to move ads through the workflow and  
to purge them. The purge routine deletes both low- and high...

...the Visioneer Paperport scanner and Caere OmniPage OCR software to  
enable classified departments to receive ads by fax and convert them to  
editable text for publication. The screen displays the text...

...Creating Web pages. A standard feature of the classified program is the  
capability of converting ads to HTML for posting on the Web. The ad  
section can be processed by classification or as an entire section. The  
initial implementation is...

...plans to add enhancements to give the user control over setup  
parameters, placing boxes around ads, specifying defaults for fields such  
as the advertiser's city, and so on.

Ad dummyming. APT has added features to its ad dummyming program,  
but the best is yet to come, we were told. New this year are features  
enabling the user to control the percentage of pages that can contain ads  
, the ability to flow the ad section with space reservations for ads  
that haven't arrived yet, and a verify routine to inform the operator of  
any ads that have been placed outside the printing area. However, next  
year the program will be...

...that have more complex shaping requirements can go through Xpress. It is  
possible to import ad dummies from other systems, currently including  
Atex Architect and SCS Layout-8000.

Status. StatusDesk is...sec. Fast Ethernet network.

Advertising with AdVisor. Also new from ATS is AdVisor, a classified ad booking system running on a platform similar to the editorial system's. It runs with...  
...from within Word.

Word templates, which are associated with specific publications, are used to handle ad styles. The pricing algorithm--again like that of some other new systems--is written in...

...structures. Similarly, generation of custom reports using Crystal Reports is easy, as is building the ad manifest to pass to ad dummyming systems.

The screen displays are effective, using folders and tabs to move to different phases of the ad booking process (like the internal setup of most Microsoft applications).

From what we saw, this...

...items remain to be added, including the handling of ROP display advertising, alternate quoting of ads, links to commercial systems and the provision of a contact-driven canvassing system.

AdSearch. ATS...Dynamic Pagination to assist in building pages automatically from the database. The input from an ad reservation system automatically places ads on pages and into the database. Xpress is used to build the layout.

Another function...

...of the database. In this way, Open Pages also can handle the management of display ads, logos and graphics.

Open Pages works with Windows 3.1, 95 and NT and with the Macintosh.

Baseview tracks pages, manages ROP ads

Baseview Products, which continues to sell its Macintosh systems at an impressive rate in spite...

...a quick status report on how various pages stand with respect to deadlines; an enhanced ad management product that handles both classified and display ads in the same database; a hot-backup capability; and an interface to the Phrasea image...package it introduced last year and replaced it with an enhanced version that supports display ads in addition to classified ads. Called AdManagerPro, it is a completely rewritten software package that uses the same database for all types of ads--classified liners, classified display ads and ROP display ads. This not only makes it possible to consolidate billing and reporting of both classified and ROP ads, but also enables adtakers to deal more efficiently with advertisers placing multiple types of ads.

AdManagerPro has Baseview's accounting system built in, but alternatively it can be interfaced to other systems.

In conjunction with AdManagerPro...

...as overrides. Within the main screen, buttons are divided into categories by function. The WYSIWYG ad window displays classified ads as they will appear on the page, with logos and graphics in place. Keyboard shortcuts serve as alternatives to most mouse operations.

To handle ROP ads, a new window appears in place of the WYSIWYG ad window used for inputting the text of classified ads. The ROP screen accommodates space reservation information such as the date, ad type, color to be used, edition, page number and so on, plus the salesperson booking the ad. The system supports pricing of classified and ROP ad packages.

Among the enhancements to the classified functionality is a new use of color with the ad-insertion calendar. It uses up to 13 colors to show factors such as when ads have been run in the past.

The file of booked ads can be fed into Managing Editor's ad-dummyming program to place the ads and send the dummy back to the editorial system for page makeup. Classified pagination is...

Requested  
to  
copy  
to  
Ad Manager Pro  
1/12/02

...will be offered for the same price as ClassManagerPro, although using the features for ROP **ads** requires additional training, which will cost \$700 per day for an unlimited number of people...subscriber names on a floppy disk and take it on a trip.

Cascade DataFlow tracks **ad** production

Besides demonstrating MediaSphere (see section on archiving), Cascade showed DataFlow, which is being used to manage the production of display **ads** and monitor the progress of **ad** production.

The DataFlow server takes booking information from a range of **ad** booking systems and stores this information in the server. DataFlow connects with Xpress via an...

...can be dragged and dropped from the server into Xpress. All the elements for an **ad** can be called out of the server or loaded into work folders. From within Xpress...

...and drop them into Xpress. The Page Builder Xtension can then automatically build pages of **ads** from stored layouts, pulling in completed **ads**. Progress can be viewed graphically using the ViewFlow monitor, which incorporates colors to represent each...

...on the network or through a WAN via the Internet. Remote users can view all **ads** with their run schedules. **Ads** can be proofed via the Internet using the Amber facility to view and print PDF files of the **ads** created by DataFlow. The software includes forms to be filled in with comments and returned...

...is possible to generate the equivalent of a tear sheet using PDF to see an **ad** in context on the page.

CCI ready with NewsDesk, AdDesk

We have been watching CCI...CCI's position in the North American newspaper market--particularly in the management of display **ads** and the control of production. CCI showed its new AdDesk system, which is being developed...

...the same Oracle database as the editorial system. AdDesk currently works with Xpress and Multi-**Ad** Creator as **ad** makeup clients on the Macintosh. Access to the CCI database is through a Macintosh X Window terminal.

Order information for the **ad** comes from the **ad** booking system. The use of the database has allowed CCI to add tracking and management of **ads** with a deadline orientation. Deadlines can be assigned to proofs and pages. As an **ad** moves through the system, the deadline position is shown and adjusted to reflect the current status. The details of the status can be sent via a messaging facility.

**Ads** can be logged in and out to specific teams or departments. All physical material is...

...that in Cascade's DataFlow).

CCI says that additional functionality will be possible with Multi-**Ad** next year, when a scriptable version of software becomes available. When an **ad** is opened in either Creator or Xpress, the system generates a bounding box of the correct size, plus a list of files to be used in the **ad**.

CNI on the move with Agile, Texture

Although Computer Network Integrators didn't have any...

...of the new developments is automating basic functions. For example, it automatically archives and purges **ad** elements by publication after they have expired. They then can be restored if needed to update an **ad**.

Installations. CNI reported some of its more recent installations, which have helped to give it...

...in 4 sites

It could be said that CompuText has set the standard for new **ad**

systems. To our knowledge it was the first newspaper **ad** system to use the NT server platform with Microsoft's SQL Server. It was also the first advertising system to run native under Windows 95. At Nexpo every new **ad** system seemed to follow the same approach. Today CompuText has four systems installed on this...

...engine is Word, with an excellent set of macros for creating a broad range of **ad** styles.

The screen forms used for taking **ads** are completely customizable using the Form Builder application. Multiple forms can be linked sequentially and...

...be stored in the database and retrieved on demand. Tabs are used to select different **ad** booking and selling functions. Custom columns can be added to the database. Macros can be...

...easy means of building and updating upselling quotes and prompts, the ability to have multiple **ads** open at once to allow for such functions as comparative viewing, the use of Excel...

...report generation and a direct link into Xpress to handle the makeup of booked display **ads**.

The system looks mature and is optimized for performance, especially for fast filing and retrieval of **ads**. Storing an **ad** in the database is a background process, which releases the screen rapidly for taking new **ads**.

CText switches to NT, NAPS H&J

The key announcement from CText was Dateline/NT...

...links can extend to an OPI system.

The client component of AdVision, CText's classified **ad** system for OS/2, will be ported to NT. Development will start early next year...

...features Sell, Page-News

Cybergraphic featured two of the hits of the show: the CyberSell1 **ad** booking system and the CyberPage-CyberNews editorial system. Both run in similar environments: the NT...

...make their third Nexpo appearance).

CyberSell. CyberSell is a good example of what a future **ad** system should be. It has many similarities to some other new systems, such as those...

...made it to market some time ago.)

CyberSell is based on the idea that one **ad** can be used in many places in many publications. It also can have many designs...

...is excellent. It provides access to client information through many routes, including full customer information, **ad** history, etc. **Ads** can be booked using codes, a calendar or both. An **ad** can be previewed and its cost shown, with complete information about how it was reached. In a particularly nice feature, the system supports retaining default **ads** for regular customers to speed up the booking process.

CyberSell can hold **ads** in different formats for different publications or dates, from a common booking. Sticky notes can be associated with an **ad** to serve as a marker whenever the **ad** is opened. The full note can then be viewed. The system provides excellent facilities for upselling **ads** and generating multiple price quotes. It interacts with contact managers to enable sales staff to...

...pagination system, which makes it possible to view a classification and see the number of **ads** in it and the total depth. Cybergraphic claims that storing **ads** in sorted sequence in the database enhances the pagination speed. We weren't able to...

...modified by the customer. In WYSIWYG mode the page can act as a pasteboard, allowing ads to be moved on and off pages and reflowed. Filler libraries organized by classification allow...

...positions of CompuText, PPI and, in the future, ATS in the new generation of Windows ad systems.

DT systems share data over WANs

The key theme of Digital Technology's presentation...on the Mac and it employs the same rate engine. For input and editing of ads, it uses Xpress, which avoids H&J problems when a job is output, but it...

...have Xpress--an expensive proposition for some organizations.

It supports a full calendar to schedule ads by clicking on the days they'll run, multiple publications (selected one by one or in packages), upselling of ad space (not shown at Nexpo) and Internet capabilities.

Mets enhanced. FSI has continued to add...approach for newspapers.

The system, developed over many years, provides background monitoring of processes, including ad placement, ad size checking, story placement and sizing, automatic story jumps and photo positioning. It also offers...

...data.

NewsMaker Pagination supports both Layout-8000 and Managing Editor ALS for input of the ad dummy. It allows for previewing ads in position and checking the ad status through database access. As a pagination system it also links well into other editorial...of two new products: Workflow Manager 4 and OMS, an object management system for organizing ad elements. Calling them third-generation products based on a more open architecture than its previous...

...workflow of PC and Macintosh applications. Its focus is on streamlining the production of display ads and tracking the status of tasks in the editorial department, pressroom and bindery.

It organizes...

...etc.) in folders that serve as pointers to the database. Organization can be based on ad numbers, advertisers, publications, sections and so on. The workflow system is extremely flexible. Many tasks are automated (e.g., defining due dates and updating the status of an ad). There is no limit to the number of workflows that can be created. They can be nested and are completely user definable and modifiable. An ad doesn't have to be in a workflow to be tracked.

Workflow Manager consists of...

...used to set up the organization (users, groups, teams), the statuses (pending, late) and the ad types (comp, pickup); to specify when the status will be automatically updated; to display the status of ads, including where each item currently resides and where it came from; and to change an ad's route in the workflow. It can be used with standard reporting packages (Crystal Reports...

...reports.

\* Workflow Builder is used to design templates that define the steps and routing of ads from start to finish; to set up milestone dates and status alerts; and to provide system-generated due dates and times for all steps of an ad's workflow.

\* Desk presents users with the work that has been assigned to them. It ...

...edited in their native applications.

Object management. OMS provides facilities for organizing, tracking and retrieving ad elements--images, text, logos, etc. It supports any ODBC-compliant database, such as Microsoft's...

...access and viewing. When used with Workflow Manager 4, OMS provides a history of all **ad** elements.

Status and pricing. Beta testing of the Windows version is under way, with the...daily in New York.

Juliano also reported that its Blue Skii system for paginating classified **ads** from an SII system is being used successfully to produce newspaper classifieds at a site...

...project in which Management Process Integrators served as the integrator, a dump of SII classified **ads** from two city newspapers is fed to a Managing Editor ALS system. It then goes...

...publication on the Web. One of the obvious possible applications is the publishing of classified **ads**.

Internet Solutions is available immediately.

Deal for DigiCol. Linotype-Hell also announced a cooperative marketing

...

...year's? The Loki Group thinks it has found a way to make old classified **ads** a valuable resource for ongoing use. And it has developed a product with that in mind: a system for archiving and accessing published classified **ads**.

It was developed for the Portland (OR) Oregonian, which takes its published classifieds and moves...

...Server with access by Windows clients. To date the Oregonian has stored about 800,000 **ads** from 300,000 customers. The capacity currently sits at 3 GB but can be expanded...

...Some of the uses that have come into play already include these:

- \* Comparisons of current **ad** sales with similar periods in the past.
- \* Collecting demographic information about customers.
- \* Handling calls from customers about **ads** run in the past.
- \* Recalling **ads** to be published again, thus avoiding recomposing

them.

Features. The system comes with customizable fields...

...the kinds of things it provides, it converts typographic information into readable form, tracks each **ad**'s history, reports customer credit information and displays a calendar of all the days an **ad** appeared. Accounts can be looked up by customer name or **ad** number, after which there is a function to move to the next or previous **ad** from that customer.

The Oregonian paid \$50,000 for its system, which includes a 20...

...customization of fields. So far, it appears to be happy with the decision, Loki says.

**Ads** on the Web. Loki also featured a means of putting classified **ads** on the Web, which is being developed for **Ad**-Star Publishing Technologies and is discussed elsewhere (see p. 32).

Managing Editor offers CLS 2...

...beta version of its new Classified Layout System and a technology preview of a new **ad** tracking product called Roundhouse.

Version 2.0 of the Classified Layout System (CLS) had been...

...new product--this one being given an early preview--was Roundhouse AdsUp, Managing Editor's **ad** tracking system. It uses an NT SQL database and has Macintosh clients. It also allows...system checks jobs out and in to prevent multiple users from working on the same **ad**, and also allows "promises" to be defined for files that are known to be coming...

...user to files that are missing and creates a revision history to be used in **ad** tracking.

Access can be over a LAN or via the Internet. The Internet access allows...

...appearance at Nexpo, Miles 33 of the UK showed its AdSearch system for building searchable **ad** databases on the Internet. It was demonstrated by ATS, which will sell it in the U.S. (see p. 35).

PPI moves **ad** system to NT, SQL

Publishing Partners International (PPI) has established itself as a leading supplier of **ad** booking systems. Its client-server Advertising Management System (AMS), at its third Nexpo, is progressing like many other new **ad** systems on the market: NT, SQL, DEC Alpha, etc. Since last year, PPI's has...

...advertising. The adtaker can point to areas on the map to add zones to an **ad** being booked. Sales prompts can be created to upsell advertising to additional zones.

A second...

...function, in an early stage, uses the map facility to canvass an area to sell **ads**. With the aid of the ProfitZone product, businesses in a specific area can be selected...

...customers can develop and maintain their own pricing routines. PPI provides good facilities for booking **ads** across titles. Scheduling can be done either by entering run dates on a calendar or by inputting specific dates.

Addressing the Web. PPI also showed its WebLink product for selecting **ads**, attaching a header and outputting them in a standard format. It allows newspapers to treat...

...site in the U.S.

\* Advertising--the first major showing of SCS/AdMax, combining classified **ad** entry, display **ad** entry and **ad** management since its first customer shipments in May.

\* Classified pagination--the release version of SCS...supplied with the system.

Other modules. GoodNews supports other modules, including Layout-8000 for creating **ad** dummies, an electronic mail program, an HTML generator for creating pages for the Web, an...

...its earlier systems.

SCS/Track. SCS has developed a program for managing and moproducton of **ads**. It brings up, sizes and names new **ads**, using information from the booking system. It then routes **ads** from station to station as they proceed, presenting them to the appropriate users in order...

...stamps the location, date and time and updates the job status information. Logs for expired **ads** are archived to a history file.

SCS/Track supports bar codes for logging physical **ad** materials, standard report programs for printing or displaying reports based on status, identifies bottlenecks, provides...

...and analyzes costs. Among the available reports are productivity by adtaker, volume by advertiser, corrected **ads**, unfinished **ads**, etc.

The system displays lists of **ads** with or without insertion orders.

SCS/Track runs on any PC, including remote units in...

...AdMax. Like a number of other companies these days, SCS has combined classified and display **ad** entry within one program, although it uses different entry forms. Unlike some others, though, SCS...

...handles pricing of multiple products; automatic addition of extra charges for color, logos, etc.; and **ad** placement requests for page

dummying.

For management, it accommodates different deadlines for different days. It documents who made changes and when they were made. It faxes **ads** back to customers for approval, including logos, pricing and the run schedule in the fax. It also tracks income from the moment an **ad** is entered and keeps detailed audit-trail information for all transactions.

Status. AdMax went through...At the Globe, it is being used to track EdPage, Architect, Full-Page Output, Display **Ad** Services and Classified Pagination.

It uses colors to note status or content type, depending on...easy through the internal database structure.

The system also builds links to articles, images and **printed pages** stored as PDF files. This allows data in the Web page format to be viewed ...permit Unisys to compete newspapers moving to NT primarily out of preference.

Electronic Delivery of **Ads** for Print

ALTHOUGH NOT THE hottest topic at the show, digital distribution of advertising for...

...split off in January.

Note that the other active area for the electronic transmission of **ads** --offering classified **ads** on the Internet--appears later.

**Ad** -Star supports Windows client, fax

**Ad** -Star Publishing Technologies, which has been supplying systems for transmitting display and classified **ads** for about as long as anybody, says its installed systems now transmit more than one million **ads** annually, from more than 1,500 advertiser sites to 62 participating newspapers. It offers two products: **Ad** -Star Telecommunications Processor, which runs on a PC at the newspaper site, and **Ad** -Star Remote, which has been running on Macintoshes and MS-DOS PCs at advertiser and **ad** agency locations.

New at Nexpo were support for Windows among remote clients, true H&J running in the client, enhanced **ad** management at the advertiser's site and the ability to accommodate **ads** sent by fax.

Windows clients and H&J. The Windows clients operating at advertisers' sites...

...publication, which includes an H&J program modeled after the one the paper actually uses.

**Ad** -Star says it can achieve results that are extremely close to what is obtained on each newspaper's system, regardless of what software the newspaper is running. For example, **Ad** -Star Remote uses the actual kerning tables of the host system; it can be programmed...

...is the hyphenation dictionary, which tends to change frequently as new words are added. So **Ad** -Star sets up its remote clients to transmit hard line endings so that any slight...

...the text has been entered.

Prior to offering this H&J software in the client, **Ad** -Star provided an H&J station at the newspaper. **Ad** copy was sent to the H&J station and the results were returned to the...

...which was unnecessarily time consuming and cumbersome.

It is possible to embed codes in the **ad** file that call for the insertion of logos, generate typographic formats, etc. The **ad** agency can use the same code system for all newspapers because the **Ad** -Star program converts them appropriately for each target system.

Fax handling. A new optional program for the client station, called the Fax Management System, receives **ads** by fax, automatically runs them through an OCR program, and displays the **ad** in two forms side by side: the image of the **ad** and the OCR version. After running some tests, **Ad** -Star has settled on Xerox's TextBridge OCR software for this use.



Editorial functionality supported...

...cutting and pasting text blocks, searching and replacing character strings, spelling checking and rotation of **ads** in 90(degrees) increments.

The program also includes features for automatic processing of faxed **ads**, such as retrieving demographic information about the customer, verifying whether the **ad** can be filed automatically on the host system and faxing back an acknowledgment.

Pricing. System...

...the second year on range from \$625 per month to \$1,375 per month.

Customers. **Ad -Star** has built an impressive list of participating newspapers. Its list of 52 in the...than 300 direct advertisers. Many of each type operate at multiple sites.

Classifieds on Web. **Ad -Star** also demonstrated a prototype of a program for putting classified **ads** on the Web (see coverage on p. 32).

**Ad -Star Publishing Technologies**, 250 West 57th St., Suite 932, New York, NY 10107; phone (212...

...founded by former Camex executive George White and colleagues. Its **AdDirect** system aids in transmitting **ads** in various formats (PDF, TIFF/IT, etc.) from an advertiser to a newspaper.

New at...

...installation of **AdDirect**, on why using PDF is a more efficient means of electronically delivering **ads** and on what menu selections in **Xpress** and **PageMaker** are required to generate a PDF...

...the **Nexpo** show, **ImageNet** introduced another option for attaching an EDI job ticket to display **ads** for electronic transmission.

**ImageNet's** EDI software was developed following specifications of the Newspaper Association...

...file.

- \* **Proof It** EDI, an Acrobat plug-in for generating a printed proof of an **ad** with job-ticket information on a single page.

- \* **Find It**, an Acrobat plug-in for...

...Mercury. This software module allows you to attach an EDI job ticket to a display **ad** and send it to a designated publisher. It was designed to minimize the amount of...

...numbers and run dates, stored in the business computer database. **Mercury** reads in the original **ad** and generates a new file with an EDI job ticket. The combined file is then sent as an E-mail attachment.

**Constable Acquire**. **Acquire** receives the incoming digital **ad**, extracts the **ad** from the production instructions and places the **ad** in a designated folder. It can be set up to print the job ticket automatically upon receipt of an **ad**. **Acquire** also notifies the **ad** service and production units of the arrival of new **ads**.

**Acquire** updates the database with incoming **ad** information and can upload EDI information to the business database if supported. It also embeds...

...on the type, into specified folders.

**AutoMover** unwraps incoming mail messages and notes the attached **ads** in a designated folder. Job tickets with **ads** are treated differently from messages without attached **ads**. **AutoMover** also notifies users that incoming digital **ads** are ready for processing.

Acrobat plug-ins. **ImageNet** has developed a series of plug-ins...full EDI information at the top of the page and a small version of the **ad** at the bottom of the page. This can then be output for proofing or filing...

...Internet, **ImageNet** is thinking about using **Netscape** to transmit

job-ticket information for use where **ads** may have been delivered to the newspaper via regular mail. The reception system could theoretically...

...that had been sent in from the advertiser to help with tracking and placement of **ads**.

Hardware requirements. The software initially will be available for the Mac. Plans for developing versions...

...phone (908) 766-1200. E-mail: sales@cornelldata.com

Luminous AVN adds job ticket for **ads**

At its first newspaper show since being spun off from Adobe, Luminous focused on newspaper applications. Its Adobe Virtual Network version 1.1 now provides an electronic job ticket for **ad** submission.

Luminous also announced plans to have by Seybold San Francisco an NT version of...

...fax (206) 689-6701.

Mission Critical turns to Net

Mission Critical's system for delivering **ads** electronically has a few new twists.

AdFast/Images is a new version of **ad** entry software that allows advertisers to transmit black-and-white images along with their **ads**. When an order is received by the AdCommand server, the **ad** and the graphic are separated and forwarded to the appropriate departments, i.e., the **ad** is sent to the advertising system and the graphic is sent to the production operation...

...com extends the PC system to any platform by using the Internet-based applications for **ad** entry. Using a forms-capable Web browser, an advertiser can fill in a job ticket online via pulldown menus. Images can be attached to **ads**.

Using CGI scripts, an **ad** enters the AdFast Web server and is forwarded to the AdCommand server. The system then sends the advertiser a note via the Web browser, indicating that the **ad** was received successfully or that there were errors. The **ad** tracking number is included. After the front-end advertising system processes the **ad**, AdInterface software sends the advertiser updated status information, including the final **ad** text, the **ad** depth in number of lines, the price and the **ad** number. This information is available via E-mail or fax. AdInterface software, which is integrated with two-way software on the classified system, can also send **ads** to a common directory or to assigned sales reps.

AdFast.com also comes with other...

...reports directly for access using the Web browser.

Mission Critical also plans to support display **ads** with its current AdFast and AdFast.com systems.

The AdFast.com server requires a 100...

...1995.

The system will allow real-estate agents to create, schedule and transmit real-estate **ads**, complete with property pictures, directly to newspapers. At the newspaper the **ads** will be routed automatically, priced and formatted for production. The new system also will provide realtors with **ad** management capabilities, including detailed records on the status of each **ad** placed with the newspaper.

The system will be shown first this summer prior to a...

...DOUBT one of the hottest new fields in the industry is online publishing of classified **ads**. New vendors and old ones are scurrying to get into the act. Some newspapers are...activity will achieve will depend on how certain factors play out.

Positive factors

Delivering classified **ads** online has key advantages over **ads** in

print that could be influential in making this form successful in the market.

Cost...

...with the cost of publishing in print. If the newspaper already has the database of **ads**, it costs comparatively little to make them available online, at least in the context of...

...printed newspaper.

Search facilities. Anyone who has ever pored over pages and pages of classified **ads** wondering where else to look for a desired item would be delighted to have search facilities that sort through the database and select all (and only) the relevant **ads** to present to the reader. Online **ad** services can offer sophisticated search capabilities that provide more accurate results.

Agents. Besides the convenience...

...criteria has entered the database. (A spouse or colleague might perform the same function with **printed ads**, but that practice could get tiresome quickly.)

Larger database. It would be impossible for a local newspaper to print classified **ads** for an area extending across a big state or the country. But online **ads** can easily reach far beyond those bounds to present readers with information relating to nearly...

...location. In some cases, such as searching for a house in a faraway place, online **ads** can do something that would be nearly impossible to do with printed ones.

Links to associated information. Although print advertising offers the option of adding display **ads** to present a more powerful force than simple liner **ads**, the reader may not see the display **ads**. They may appear on a different page or may be separated by many other **ads**. With online advertising, it is possible to have a link to a display **ad** --or multiple **ads** and nearly unlimited volumes of different types of information--immediately from the **ad** the reader is viewing. This makes an attractive addition for the advertiser.

Negative factors

Those...

...online classifieds can provide a useful service either instead of or in addition to its **printed ads**. But they ignore a few other issues that might tell us much about how online...

...to be large enough to make it worth an advertiser's while to pay for **ads** --which is OK because, so far, most online classifieds are offered free to advertisers that pay for a **print ad**.

Other competition. The printed paper isn't the only alternative to online **ads**. Newspapers face other entrepreneurial operations selling space online, especially in the real-estate and automotive...

...with the likes of CNN and TV news programs. However, they have an established classified **ad** sales program and a proven base of readers. The winning cards for this game may...

...its customers. AdOne offers a turnkey service to take a newspaper's classifieds online.

Online **ads** cost \$5-\$9 beyond the regular print price, with little print classified erosion, according to the company.

In addition to technical resources, AdOne offers sales training to classified **ad** salespeople and a marketing plan for promoting the online classified advertising capability.

**Ad -Star, Loki put ads on Web**

**Ad -Star Publishing Technologies** demonstrated a prototype of a product for putting classified **ads** on the Web. Developed for **Ad -Star**

by the Loki Group, it takes **ads** in a variety of formats, such as ASCII or Autologic's ICL, parses them to...

...selects the classification and is prompted about refining the search. For example, for real-estate **ads**, options appear for specifying the number of bedrooms, baths and so on.  
Hits will be...

...select one or more from the entire list and request the full text of the **ad**.

Part of the plan is to sell links from **ads** back to the advertiser's home page. Also planned for the future is the ability to handle display **ads**. It will parse them to produce searchable text.

**Ad**-Star is using the working prototype to find a few initial customers. It says the program will interface to most front-end classified systems.

ClassiFacts gathers **ads** from 50 papers

ClassiFacts gathers Sunday classified and display **ads** for employment, real estate and automobiles from 50 newspapers. **Ads** not available in electronic form are scanned. Royalties are paid to the contributing newspapers while...

...result of this established business, ClassiFacts is in an ideal position to offer its newspaper **ad** contributing clients HTML conversion services and hosting services for going online to a wider audience...

...Sybase database.

\* The Edgil Access Processor (EAP) provides application programs with access to the classified **ad** information in the WebOptimize database. Query and result information is transferred between application programs to ...

...the Internet using AdParse. At the site, users are able to search and respond to **ads** online. The system allows the user to create a resume for each type of job...

...supports blind resumes to protect personal information. The resume is then associated with the specific **ad** the user is responding to.

Companies will be able to view online resumes and place **ads** online. They can choose to receive responses via E-mail or fax.

Before **ads** that have been entered online become available for searching, Herald employees intercept the **ads** to review and proof them using the Web browser. Employees can also view information about...

...involves putting content on the Net, is covered elsewhere. Electric Classifieds, which involves putting class **ads** online, is covered here.

Electric Classifieds, Inc. (ECI), is building on the success of its...

...stored.

ECI supplies a series of templates for each function offered-- for browsing, searching, placing **ads** and using virtual agents. Newspapers can customize the look and feel of the display and...develop and exploit new sources and innovative ways to generate advertising and transaction revenues.

Placing **ads**. ECI's system allows advertisers to place **ads** using an online form. Advertisers can attach multimedia elements and preview their online **ads**. After **ads** are submitted, the server forwards the information to the front-end system and generates an HTML page with the cost of the **ad**.

For automobile **ads**, ECI has added a feature that lets online advertisers review the blue-book prices for...

...keywords or fielded data. ECI's system tracks each user's sessions and

generates banner **ads** based on an individual's profile. This provides direct targeting of **ads** to a more accurate selection of potential customers.

For its Match.com service, ECI plans to add higher levels of interactivity including individual and group chat rooms, audio support with **ads** and possibly avatars.

Electric Classifieds, 340 Brannan St., Suite 203, San Francisco, CA 94107; phone...

...added resources to obtain automobile information.

The system also allows newspapers to rotate among banner **ads** each time a user accesses the Search and New Cars pages.

Classifieds Online. Classifieds Online allows newspapers to upload their classified liner **ads** from front-end systems to the Web. A custom data filter parses the data into main and subclassification headings for easier searching. Newspapers can optionally enable advertisers to insert new **ads** into the database. Online commerce capabilities can be added to accept payments for **ads**.

Personal Press. Personal Press, expected this fall, allows users to select subjects of interest from...

...GuideLines product (see p. 41), Management Process Integrators (MPI) unveiled a prototype service for automobile **ads**. Here users place **ads** online and input credit-card information to pay for them. MPI says its system could also be used for general **ad** entry for both print and Web **ads**. **Ads** could be tied into the pagination system of the paper to H&J the **ad** and supply pricing via the Web browser.

MPI has an alliance with Illustra Information Technologies...on the fly, based on the results of a database query.

The system supports online **ad** entry, allowing users to enter data via a form and have the information updated in...

...to information regarding the current resale price of a car before the user placed an **ad**. Similarly, users could view how others may have priced the same car. Optionally, users could...

...generate an online proof for the print and Web versions so users can see their **ads** and approve them before submitting final **ad** requests.

MPI has formed strategic alliances with Illustra, Oracle, New Media Alliance, Managing Editor, Optronics...

...InterStep and MicroVoice now offer a method of making all of a newspaper's classified **ads** searchable and accessible by the Web, E-mail and audiotext.

\* InterStep's hybrid relational, full...

...users select icons representing their interests from a library of images. Icons are displayed with **ads** to make them more graphically appealing and to highlight a particular interest, such as biking...

...be able to add information that is not found in the printed version of the **ad** and to add links to their own home pages. In both products--the ones for general classified **ads** and personals--an online **ad** placement will first go into the paper's internal classified database or a processing center so it can be reviewed. Then the **ad** is put in the newspaper's column and in the Web, E-mail and audiotext systems.

For both the personals and classifieds, users can browse through all **ads** or search for items based on specific criteria. Before conducting a search, the system automatically displays the current total number of **ads** in each category next to each category name--unusual for online databases. This allows the user to avoid searching in categories that contain no **ads**.

For general classifieds, MicroVoice can create a map divided into regions to enable a more graphical approach to searching. For personals, users can search for **ads** locally or nationally. The **ad** count for each

day is displayed automatically. Newspapers can opt not to provide access to national ads .

Advertisers can place ads while online.

InterStep's system includes Etrieve, its virtual-agent technology, which can forward updated...

...a secure server to allow newspapers to charge for certain functions.

Users can respond to ads by replying to a blind E-mail address to ...also be set up to allow users to call a 900 number to respond to ads .

Another handy feature of both systems is the ability to save searches. Saved ads remain available each time the user logs on.

For display ads , online advertisers can input HTML tags to enliven their ads . The system also allows advertisers to view the number of times their ad was displayed. Statistics and demographic information is also available to advertisers.

For its personals product...

...developed a system called AdSearch that extracts advertising from existing databases and automatically builds searchable ad databases on the Internet. It uses Verity's Topic search engine and Netscape's Navigator ...

...the U.S. sales rights.

The system can be used with both display and classified ads . For handling display ads , Miles has developed a Quark Xtension called Power Collector that breaks a display ad down into multiple individual items that are linked back to the main ad . These individual items can then be treated in certain ways during a search operation.

AdSearch provides a means of automatically building a sophisticated searchable ad database without any extra work at the time the ads are booked. After the database has been built, it can be searched from the Internet...

...Verity engine and a list of hits is then shown. In the case of display ads that are broken into smaller items, any hit that is part of a larger display ad is shown with a link. Clicking on the link brings up the full display ad through Adobe Amber as a PDF file.

It is possible also to link a display ad to another area on the Web where the advertiser could place another ad at extra cost.

One UK customer is using AdSearch with car ads selected from three different newspapers. Through a Topic capability, the customer matches a variety of...

...others.

WebLink, which works with virtually any front-end system, takes a stored database of ads and pulls it into a database on the Web server. The system employs Boolean searching...

...of hits (500 to 1,000).

In its current implementation (www.philanet.com), all classified ads are combined into a single database. When a user performs a search (depending on the search criteria chosen), the results may include a variety of ads from different categories. For example, when we were looking for houses for sale, we used "for sale" in our search argument and retrieved not only real-estate ads but also car ads , since the database included cars with the "for" and "sale" descriptions. Scrolling through lists of ads that are unrelated to what is really wanted could be frustrating.

Montgomery Publishing Internet Division...

...the development of the product, is currently working on improvements, including the ability to submit ads online and the provision of online billing.

For status reports and tracking information for banner ads , unlike

many of its competitors, MPID doesn't use a flashy Netscape interface, which allows...

...19034; phone (215) 542-0200, fax (215) 643-0166. Internet:  
www.philanet.com

Quest hosts **ad** database

Quest Network, a newcomer to Nexpo, has its own system for posting classified information...

...on an NT server. The database supports both field and free-text searches.

No online **ad** entry is supported, but Quest can supply a link to information regarding the newspaper's **ad** submission procedures and rates.

Like Zip2, ECI and MPI, Quest has hooked its database to...classified information.

Newspapers using the service simply add a link to Quest's home page. **Ads** retrieved from the system include links back to the newspaper that supplied the **ad**. So, if you entered the system via the Milwaukee Journal, you could end up in Wisconsin if you click on an **ad** supplied from a newspaper in that area.

**Ads** are displayed in either frame- or table-based versions, depending on the browser used. (We...

...divided into subcategories (180 in all).

Like the MicroVoice system, Quest shows the number of **ads** in each category before a search is performed; however, it doesn't provide this breakdown...

...to the user.

More than 100 newspapers currently use the system. Quest charges \$.50 per **ad** per week, which includes the 800 service and operators. Images cost \$.50 extra per week. The database currently holds more than 34,000 **ads** from 37 states. Information is updated twice a day, at 2 a.m. and 4... American Color has also signed an agreement with Management Process Integrators to resell its online **ad** system (see MPI below for more details).

E&P sets up 'definitive source'  
Editor and...

...the streams of incoming data from Internet newsgroups and listservs. The system also supports an **ad** placement scheme that displays banner **ads** based on certain search terms or categories.

Members can access E&P's archives back...

...a forum for online discussions. At its site, E&P also provides information about placing **ads** in its print version, demographics and a mission statement. The site's sponsors include AccuWeather...

...Xpress pages to FutureTense Texture format.

HexMac has also added a direct connection to the **Ad** Layout System from Managing Editor, its U.S. distributor. Now newspapers using this system can easily publish their classified **ads** to the Net. Other new features include handling multiple domains in one database, automatic uploading...newspapers to target advertising based on group information. Newspapers can also tie in their classified **ads** to community information. For example, real-estate **ads** could have links to information about schools in the area.

Shopping and Business Life. KOZ...

...ranking for text-related documents. A DBII database is used for searching and storing classified **ad** information. IBM is using its own online classified system but can integrate ECI's system (see Internet Classifieds coverage) if the newspaper wishes. Like the ECI system,

advertisers can place **ads** via an online form. IBM's system also allows newspapers to control the display of banner **ads** by defining the number of **ads** per page and whether the **ads** are static or based on a user's activity.

Information is displayed in a frame...he expected, IBM will issue a refund for those items. InfoMarket uses IBM's own **billing system**, which IBM plans to sell as a stand-alone product.

The IBM InfoMarket service is...

...editorial or classified system. Using RealMedia's Open AdStream product, newspapers can insert targeted banner **ads** based on a user's activity in the system. Open AdStream is based on Real Media's core technology called AdStream, an Internet **ad** planning and placement system that enables advertisers to insert **ads** on MediaExpress, a network of newspaper Web sites.

Pantheon provides pathway to Internet

Pantheon, a...stories to a customizable template for a unique look and feel.

\* Place photos, graphics and **ads** on pages. **Ads** can be dragged and dropped, or a URL **ad** link to an advertiser's home page can be input. It is even possible to...Voyager. It will be possible to archive not only elements from editorial systems but also **ads** and graphics. Stauffer's system exports files directly from Xpress, linking text and images automatically...



16/3,K/1 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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02018652 SUPPLIER NUMBER: 18957706 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**IFRA, part II: European newspaper systems, image input and archiving.**  
(includes related articles on 4-Sight's ADS System 5.0, international  
news available on PressPoint's network, and newspapers on the Internet)  
(Industry Trend or Event)  
Tribute, Andrew; Joner, Urban; Rossello, Rosanne; Edwards, Stephen E.  
Seybold Report on Publishing Systems, v26, n6, p3(27)  
Nov 30, 1996  
ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 20741 LINE COUNT: 01601

... and was shown for the first time in this way in Geneva.  
In addition, the **ad management** and **billing system** and the  
newspaper sales and distribution software run under NT.  
The Ips Advertising Plus ad...

16/3,K/2 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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01812098 SUPPLIER NUMBER: 17223344 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nexpo '95 preview: eyes on the Net. (vendors and their products)**  
Rossello, Rosanne  
Seybold Report on Publishing Systems, v24, n19, p30(15)  
June 12, 1995  
ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 13083 LINE COUNT: 01131

... LinoColor Lite.  
Loki Group 2473  
The Loki Group has expanded the capability of its **Loki Ad Server**. A  
new function enables it to act as a communication gateway between a host  
**ad order-entry system** and a **credit-approval system**. **Billing** data for  
**ads** taken with credit-card payment can be forwarded to the **Ad Server** by  
the host system while it queues the **ad** for credit approval. The Server  
logs the transaction, updates the local database with the response...

16/3,K/3 (Item 3 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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01805565 SUPPLIER NUMBER: 16280777 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**IFRA '94 recap: Europe adopts Windows, new systems abound, retrieving  
images. (includes related articles on Partner von dem Druck's innovative  
drum scanner and an acknowledgment to Apple for the use of its QuickTake  
digital camera)**  
Joner, Urban; Karsh, Arlene E.; Neeff, David; Tribute, Andrew  
Seybold Report on Publishing Systems, v24, n5, p3(55)  
Nov 17, 1994  
ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 44978 LINE COUNT: 03568

... It now supports both centralized and multiple decentralized  
databases for users in various departments.  
The **ad** database provides links from a variety of advertising  
systems, such as the Sypress system (as well as the Atex Enterprise  
system). It also transmits reports of published **ads** to the advertising

system (or commercial **system** ) for **billing** .

The concept is interesting in the sense that it supports industry-standard desktop applications such...using it. It is sold as a stand-alone application.

Mai integrates 3B2, ad booking, **billing**

Mai Satz- & EDV- **Systeme** was one of two German integrators showing Advent's 3B2 pc composition software. Mai did...

**16/3,K/4 (Item 4 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01710774 SUPPLIER NUMBER: 16206275 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Delivering documents through digital media. (Seybold Special Report:**

**Seybold San Francisco '94, part 1) (Product Announcement)**

Seybold Report on Publishing Systems, v24, n3, pS22(6)

Oct 26, 1994

DOCUMENT TYPE: Product Announcement ISSN: 0736-7260 LANGUAGE:

ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 5354 LINE COUNT: 00417

... unveil a 5.0 release that will be redesigned to preserve more features of the **printed page** . It also will add security, order **management** and integrated **billing** .

Bellcore is the first of the electronic document viewer providers to focus on usage and...

**16/3,K/5 (Item 5 from file: 275)**

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01352519 SUPPLIER NUMBER: 08182804 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Database directory 1990. (buyers guide)**

Data Based Advisor, v8, n1, pS18(77)

Jan, 1990

DOCUMENT TYPE: buyers guide ISSN: 0740-5200 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 46989 LINE COUNT: 04063

... Student Manager, Pocket Ledger, [27] ACTS Custom Programming, [28] Church Manager, The, [28] Training, [23] **Ad** Systems AMPs, [27] Adapta Software, Inc. Accounts Payable, [19] Accounts Receivable, [19] General Ledger, [19] Inventory, [19] Sales Orders, [19] **ADS** -Accounting Development Service Custom applications, [28] Advanced Business Solutions, Inc. Case Management, [27] Custom Programming...

...Databankers Corp. DATABOSS III, [12] DATABOSS Tools, [10] American Software Consultants Consultants/Programmers, [28] Amston **Management** , Inc. **Accounting Systems** , [28] Apparel Software, [27] Consultants/Programmers, [28] Import/Export Systems, [27] Medical Systems, [27] Anchor...Positech Systems Complete Custom Systems, [28] Powerline Software, Inc. Source Print, [11] Tree Diagrammer, [11] **Printed Pages** , Inc. Computer Classes, [23] Custom Guides, [13] PC Programming, [28] Systems Consultants, [28] PRISM Imaging...

...PROFIT VIEWS, [19] Programmers Warehouse Distributors, [22] Programs Plus+ Antique Dealer System, [27] Antique Mall **System** , [27] Auctioneers **Accounting System** , [27] Clipper Applications, [28] Container Import System, [27] Progress Software Corp. Progress, 1 Progress Fast...

19/3,K/1 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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01854428 SUPPLIER NUMBER: 17446534 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Nth Degree readies aid for magazine publishing. (Nth Degree Software's  
Proteus DTP software) (Product Announcement)**  
Seybold Report on Publishing Systems, v25, n3, p21(1)  
Oct 9, 1995  
DOCUMENT TYPE: Product Announcement ISSN: 0736-7260 LANGUAGE:  
English RECORD TYPE: Fulltext  
WORD COUNT: 668 LINE COUNT: 00057

... process, especially if they honor advertiser requests regarding placement of ads.

With its built-in **database**, Proteus was designed to integrate **accounting** information into the dummied process. It tells the user in real time the printing costs...

...production manager to quickly test different configurations. Once an issue is dummied, Proteus generates a **printed page** dummy and instructions for web offset printing. The press costs are calculated for specific presses...

19/3,K/2 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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01689852 SUPPLIER NUMBER: 15399636 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Delivery and retrieval technology. (Seybold Special Report: Seybold  
Seminars Boston '94, Part II)**  
Seybold Report on Publishing Systems, v23, n16, pS20(16)  
May 10, 1994  
ISSN: 0736-7260 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 16097 LINE COUNT: 01272

... s Seybold San Francisco, is printing on demand. Another promising application is digital delivery of **ads**, which we discussed earlier in this report. In addition, there was an interesting assortment of...

...corporate and government organizations. Electronic commerce refers to electronic business transactions, such as order entry, **invoicing**, **electronic payment**, **electronic** catalogs and point-of-sale data gathering. The electronic data interchange (edi) standard covers some...

19/3,K/3 (Item 3 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
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01689851 SUPPLIER NUMBER: 15399628 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Electronic delivery of advertisements. (includes related article on  
standards) (Seybold Special Report: Seybold Seminars Boston '94, Part II)**  
Seybold Report on Publishing Systems, v23, n16, pS11(7)  
May 10, 1994  
ISSN: 0736-7260 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 9374 LINE COUNT: 00743

... comply with current publishing standards.

To keep things as simple and foolproof as possible, the **ad** is sent as a complete Macintosh file, with the copy instructions in the resource fork and the image data within data fork. Many **ads** can be packed together

and sent as one package. The next release will address **electronic ad**  
order entry and automatic **billing** .

Marshall told of one ad agency that often jhad to hire a helicopter to  
get...

22/3,K/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

03406277 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**EXCITE: Excite Express Order launched, purchasing for consumers, accelerates ecommerce initiative**  
M2 PRESSWIRE  
November 10, 1998  
JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1004

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Internet and to buy gifts at the Holiday Shoppe by 'searching Holiday on Excite.' Related **print advertisements** will also run in USA Today.

Keeping with Excite and MasterCard's continuing alliance, MasterCard  
...

22/3,K/2 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

03381576 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Excite Launches Excite Express Order Purchasing for Consumers, Accelerates Electronic Commerce Initiative**  
PR NEWSWIRE  
November 09, 1998  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 993

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Internet and to buy gifts at the Holiday Shoppe by 'searching Holiday on Excite.' Related **print advertisements** will also run in USA Today.

Keeping with Excite and MasterCard's continuing alliance, MasterCard  
...

22/3,K/3 (Item 1 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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04013064 Supplier Number: 53201822 (USE FORMAT 7 FOR FULLTEXT)  
**-EXCITE: Excite Express Order launched, purchasing for consumers, accelerates e-commerce initiative.**  
M2 Presswire, pNA  
Nov 10, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 1041

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...throughout the year. MASTERCARD SUPPORTS EXCITE EXPRESS ORDER VIA NATIONAL ADVERTISING EFFORT Supporting Excite's **electronic** commerce efforts, MasterCard, the first **payment** brand to promote the benefits of online shopping via broadcast advertising, will launch an updated...

...Internet and to buy gifts at the Holiday Shoppe by 'searching Holiday on

Excite.' Related **print advertisements** will also run in USA Today.  
Keeping with Excite and MasterCard's continuing alliance, MasterCard...

22/3,K/4 (Item 2 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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03885859 Supplier Number: 48493926 (USE FORMAT 7 FOR FULLTEXT)

**NEW MEDIA**

Communications Daily, v18, n99, pN/A

May 22, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 418

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

...commerce bill (HR-2991) that would allow federal govt. to accept  
digitally signed forms and **electronic payments** over Internet. At 3rd in  
series of hearings on e-commerce, Tauzin and Eshoo said...

...of personal financial information and 75% about privacy on Internet. She  
said large TV and **print ad** campaigns by companies such as IBM are  
changing beliefs, but "time and experience" will be...

22/3,K/5 (Item 3 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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02146212 Supplier Number: 44012946 (USE FORMAT 7 FOR FULLTEXT)

**GET ACQUAINTED**

CardFAX, pN/A

August 2, 1993

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 83

(USE FORMAT 7 FOR FULLTEXT)

**TEXT:**

...cardholders of the Owl and Green Machine networks, which along with MAC  
are part of **Electronic Payment** Services Inc., with the MAC brand. The  
campaign will include television, radio and **print ads**. MAC eventually  
plans to convert Owl and Green Machine cards to MAC cards. MAC also...

26/3,K/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

20166171 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Gray's day to shine**

Laurel Wentz

ADVERTISING AGE, p12

November 19, 2001

JOURNAL CODE: WCAA LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 693

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... er, Texas Ranger'' is a popular buy.  
More of G&G's \$8 million in **billings** is coming from general-market business. **Print ads** have just broken for the New Mexico Holocaust Museum. Above representations of stark piles of...

26/3,K/2 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2002 The Dialog Corp. All rts. reserv.

15070419 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The case of the 'artist' who helps solve crimes**

SECTION TITLE: Metro

Blanche S. Rivera

PHILIPPINE DAILY INQUIRER, p19

February 04, 2001

JOURNAL CODE: WDPI LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 998

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... earned about P20,000 per film then. His job was to do the credits and **billing** in the movies, prepare the **print ads** and take the actors for pictorials.

He admits his wife was then more worried about...

26/3,K/3 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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10061522 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Heating war on home front**

Charles Donahue

CRAIN'S NEW YORK BUSINESS, p1

February 28, 2000

JOURNAL CODE: WCNY LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 767

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... the Bronx, is also seeing heightened interest. In addition to selling the conversion concept through **print ads** in newspapers and **billing** inserts, the utility has had a surge in traffic on its Web site, a company...

26/3,K/4 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

09638164 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Myrtle Beach, S.C., Marathon Seeks New Sponsors**

Kathleen Dayton

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SUN NEWS - MYRTLE BEACH, SOUTH CAROLINA)

February 19, 2000

JOURNAL CODE: KSUN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 702

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... value on it," Smith said.

The sponsorship includes some 500 television and radio spots, copious **print advertisements**, logo on every race souvenir and star **billing** on two Southeast region cable television programs covering the race.

Piggly Wiggly, another major sponsor...

**26/3,K/5 (Item 5 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

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04715896 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**TriSense Software Delivers Consumer E-Bill Marketing Campaign**

BUSINESS WIRE

March 22, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 740

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... based households revealed that reduction of paperwork was the number-one perceived benefit of electronic **billing**.

The kit's **print ads** and bill stuffers inform consumers that receiving and paying bills online is as simple as...

**26/3,K/6 (Item 6 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

03581646 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**KIMBERLY-CLARK TRIES SCARE TACTIC**

BUSINESS MARKETING, p6

November 01, 1998

JOURNAL CODE: WCBM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 359

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... director of advertising. The campaign was created by Bender, Browning, Dolby & Sanderson Advertising, Chicago, for **billings** of \$3 million. The first four **print ads** were to appear in Barron's, Business Week, Forbes and The Wall Street Journal.

**26/3,K/7 (Item 7 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

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01926737 (USE FORMAT 7 OR 9 FOR FULLTEXT)



**Firms warm to flexible in-store ads**

BY KWANCHAI RUNGFAPAISARN / The Nation

NATION

June 15, 1998

JOURNAL CODE: WTNN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 469

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... be announced in July in Hong Kong.

Amid the economic crisis, the Bt100-million indoor **print - ad** market will inevitably suffer from a decline in **billings**, with zero growth expected this year.

She said that while many local companies had reduced...

**26/3,K/8 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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05153862 Supplier Number: 80903567 (USE FORMAT 7 FOR FULLTEXT)

**BELL LAUNCHES CANADA'S FIRST ONLINE GAMES PORTAL.**

Daily World Wire, pNA

Dec 18, 2001

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 467

... banner ads on Web sites, direct marketing with various products, a CD-ROM starter kit, **billing** inserts, with **prints ads** in newspapers planned, and cinema ads to begin in February. The goal is to have...

**26/3,K/9 (Item 2 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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04378908 Supplier Number: 55142048 (USE FORMAT 7 FOR FULLTEXT)

**BETTER BUSINESS BUREAU ACTS ON SPRINT 'NATIONWIDE' COVERAGE CLAIM.**

Mobile Communications Report, v13, n14, pNA

July 12, 1999

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 865

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...and no long distance." Decision came amid spate of press reports criticizing wireless carriers for **billing** practices and accuracy of network coverage claims. Sprint's **print ad** asked: "If you can pay \$29.99 for 120 clear wireless minutes with free long...

**26/3,K/10 (Item 3 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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04217476 Supplier Number: 55116222 (USE FORMAT 7 FOR FULLTEXT)

**AD COUNCIL TAKES ISSUE WITH SPRINT 'NATIONWIDE' COVERAGE CLAIM.**

Communications Daily, v19, n131, pNA

July 9, 1999

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 867

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...and no long distance." Decision came amid spate of press reports criticizing wireless carriers for **billing** practices and accuracy of network coverage claims. Sprint's **print ad** asked: "If you can pay \$29.99 for 120 clear wireless minutes with free long...

**26/3,K/11 (Item 4 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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02823321 Supplier Number: 45726102 (USE FORMAT 7 FOR FULLTEXT)

**News In Brief . . .**

TA Report, v11, n15, pN/A

August 14, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 167

Sprint (Kansas City, MO) is running a new campaign offering single rate **billing** for all business services to its customers. **Print ads** are running in major national newspapers, including The Wall Street Journal. The new offer continues...

**26/3,K/12 (Item 5 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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01165542 Supplier Number: 41007535 (USE FORMAT 7 FOR FULLTEXT)

**Is Communications the True Nature of Consumer Videotex?**

Electronic Services Update, v2, n11, pN/A

Nov, 1989

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 2092

... The company has relied heavily on direct mail -- every New York Telephone subscriber received a **billing** insert. It is using **print ads** and, in Vermont, radio ads. NYNEX, like BellSouth and Bell Atlantic, also promotes its gateway...

**26/3,K/13 (Item 6 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

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01159009 Supplier Number: 40983852 (USE FORMAT 7 FOR FULLTEXT)

**MCI ACCUSES AT&T OF 'False' Advertisting**

The Report on AT&T, v7, n39, pN/A

Oct 16, 1989

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 1019

... way to reduce your AT&T bills. MCI Portfolio." The ad touts MCI's new **billing** service.

-- An AT&T **print ad** that, in part, countered the MCI **billing** ad. The AT&T ad introduced its AT&T Card Execu-Bill service "that gives...

26/3,K/14 (Item 1 from file: 476)  
DIALOG(R)File 476:Financial Times Fulltext  
(c) 2002 Financial Times Ltd. All rts. reserv.

0003531877 B06JWA6AFRFT

**Survey of Advertising (12): Madison Avenue feels the squeeze / US  
advertising business**

FRANK LIPSIUS

Financial Times, P VI

Wednesday, October 22, 1986

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

Word Count: 975

...tag line, 'A non-Saatchi & Saatchi agency. '

Another, Rosenfeld, Sirowitz & Humphrey (RS&H), with annual **billings** of  
dollars 140 m, had a full-page all- **print ad** in the New York Times with  
the headline, 'Is your advertising account a victim of...

29/3,K/1 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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12709394

**1st Ed - BARCLAYS GOES BIG ACROSS AFRICA**

SECTION TITLE: Advertising & Marketing

Tony Koenderman

FINANCIAL MAIL, p112

September 06, 2000

JOURNAL CODE: WFML LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 487

... it comprises six product-specific variations of a core TV commercial, six billboard executions, six **print ads**, nine radio spots using an unidentifiable mid-African accent, in-branch posters and brochures. There...

... Saatchi, J Walter Thompson and Young & Rubicam. With offices in nine countries and pan-African **billing** last year of around R210m, Grey is not the biggest of the African networks, but...

29/3,K/2 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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10421627

**1st Ed - IN BRIEF - ADVERTISING**

SECTION TITLE: Advertising & Marketing

FINANCIAL MAIL, p72

March 31, 2000

JOURNAL CODE: WFML LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 133

... headline, Get so close you can smell it. Its one of a series of interactive **print ads** by Saatchi & Saatchi. FCB SA has added the Bromor Foods Energade and Oros brands to its portfolio. Combined **billings** are estimated at R15m. The next annual congress of the Pan-African Media Research Organisation...

29/3,K/3 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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03746262 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Anchorage Daily News Business Awards Column**

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (ANCHORAGE DAILY NEWS)

December 12, 1998

JOURNAL CODE: KADL LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 182

...a television ad for construction performance guarantees and a radio spot for its flexible date **billing** program. The company received two third-place awards for its Internet home page and for a **print advertisement**. Chugach competed against power companies of a similar size.

29/3,K/4 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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03150282 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**NEW CAMPAIGNS**

BUSINESS MARKETING, p4

October 01, 1998

JOURNAL CODE: WCBM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 566

... engineered with ITT pumps. The 30-second spot is scheduled to run through Nov. 15. **Print ads** also debuted last month in The Wall Street Journal, Financial Times and The New York...

... through Yahoo!, AltaVista, Lycos, Doubleclick and Thestreet. Doremus Advertising, New York, handled the account for **billings** of \$16 million over three years.

**29/3,K/5 (Item 5 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

02145024 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Best In The World, Here In Atlantic Canada**

CANADA NEWSWIRE

July 08, 1998 8:23

JOURNAL CODE: WCNW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 352

... included a record-breaking 7,000 entries from 56 countries. Pulse Marketing's own Porcupine **Print Ad** defeated a number of world-renowned international agencies, some with annual **billings** in the billions, including Leo Burnett, Singapore; Ogilvy & Mather, Paris; TBWA Chiat Day, Toronto; Dentsu...

**29/3,K/6 (Item 6 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

01480377

**LCI INTERNATIONAL SIGNS ADRIAN FERNANDEZ AS SPOKESPERSON TO HISPANIC COMMUNITY**

BUSINESS WIRE

April 27, 1998 10:38

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 400

... the Hispanic community. According to the agreement, Mexican-born Fernandez will appear in Spanish-language **print advertisements** and radio spots running in Texas and California throughout 1998 to pitch LCI's residential...

... Spanish. In December, 1997, LCI became the first major U.S. carrier to offer Exact **Billing** (sm) to residential long-distance customers nationwide. Exact **Billing** (sm) means that callers are charged for the exact length of the call - by the...

**29/3,K/7 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2002 The Gale Group. All rts. reserv.

02759081 Supplier Number: 45599755 (USE FORMAT 7 FOR FULLTEXT)

**GTE Breaks New "World Class Network" Ads To Back Expansion**

TA Report, v11, n13, pN/A

June 12, 1995

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 245

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...in local markets where World Class Network is offered, according to spokesperson Mike Murray. The **print ads** promote World Class Network overall, as well as specific services offered in the package, such as Choice **Billing**, a **billing** service offered to business customers. GTE markets World Class Network as both a leading provider...

35/3,K/1 (Item 1 from file: 275)  
DIALOG(R) File 275:Gale Group Computer DB(TM)  
(c) 2002 The Gale Group. All rts. reserv.

02400980 SUPPLIER NUMBER: 62061145 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Drupa 2000 Preview: Industry Trends And Our Guide to the Exhibits.**

Seybold Report on Publishing Systems, NA

May 8, 2000

ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 49831 LINE COUNT: 04010

... software; IPA, with two completely separate lines; and Atex. FiveFifteen will show a new class- **ad** system that uses InDesign as its H&J engine.

On with the show. There are...and online versions. SatzConcept will also show Administrator, a tool for managing and producing display **ads**.

Originalab of Sweden is showing 3B2 Online, a Web publishing system aimed at **ad** agencies and corporate marketing departments. It is designed for on-the-fly production of long...Berlin software house, will show two products: a prepress/preflighting toolbox called PressObjects, and an **ad**-campaign management package called MetaAd. PressObjects allows the analysis and modification of EPS, PostScript and...

...of image file sizes, and the extraction of the text content of files. MetaAd allows **ad** campaigns to be managed in such a way that corporate design standards can be maintained centrally, while still permitting appropriate localization of **ads** by subsidiaries and dealers.

Applied Laser Eng.: 9 B26-14

We expect to find the...Look for demos of:

- \* Enterprise, a classified and display advertising system.

- \* Atex Online Advertising, an **ad**-booking and online search system.

- \* Omnex, a content management system for news that eliminates the... separations, including deadline warnings.

- \* Plate editing, including automatic bar-code generation and stripping in of **ads**.

- \* Automatic ink preset calculation.

Axode: 14 A49

The Axode 1060 is a video press monitoring...has more retouching features, too.

BlueGill: 18 A01

BlueGill Technologies, based in Michigan, offers Internet **billing** and **electronic** bill and statement presentment (EBPP) software. This software allows companies to turn the print streams...called PlaceAdds, which searches keywords, compares them to a reference list and replaces them by **ads**.

BluePrint takes a printed catalog and turns it into a PDF that can be burned...

...Demand Printing show in Tokyo last month, Canon simulated a workflow pilot demonstration, routing magazine **ads** between Canon's internal PR department, the Dentsu Advertising Agency, and Dai Nippon Printing, all... have a number of new products.

It has developed the image library from its Copan **ad** management system into a full-featured Image Database suitable for a variety of application environments (including publishing, **ad** agencies and prepress operations). One notable feature is an "automatic double image control": the software...of the system is called Sprint, and it comprises modules for sports desk, newsroom editorial, **ad** management and production control functions.

Digital Graffiti: 18 A01

Digital Graffiti is the developer of...latest updates to its Maxim advertising software, including a capability to lay out three-page **ads** as one unit. We further expect to see a new classified- **ad** module for Maxim that uses Adobe InDesign as the H&J engine.

Finally, the company has developed a new **ad** -management service called All Down the Line.

Flesher: 18 A01

Founded in 1975, the Flesher...a Web browser. XML output is available for direct Web publication.

- \* Sales.Works is an **ad** -booking and invoice-tracking tool. It offers online credit-card authorization, postal code and phone number lookups, flexible price-table configuration and operator overrides. **Ads** can be composed and priced with keyboard macros. Reports can be generated at any time via scripts or interactive queries.

- \* AdVisor.Works is a display **ad** makeup and tracking program. Graphic elements are stored in SQL databases; composition can be done with Quark or Multi- **Ad** Creator and the results saved as EPS files.

Monotype Systems-Prepress Solutions.

- \* PrintExpress 2000 is...

...tables program for sports scores; the tables can be exported in various formats including HTML.

- \* **Ad** booking software, with the usual credit checks, pricing, scheduling and invoicing functions. The module also performs manual or automatic **ad** composition.

- \* Mosaic image management combines retouching, OPI and archiving functions. An InternetManager module allows access via standard browsers.

- \* Online Publishing is a new module for accepting **ads** via a Web interface, but also for publishing the **ads** in Web pages-including targeting for specific selection criteria.

- \* MediaStore is a database system for...

...and newspaper publishing houses. There are modules for input and tracking of classified and display **ads** , for automatic layout of Quark Xpress pages, for **ad** pricing and billing, for managing inserts, for marketing programs, and so on. This is a...60cm) at 1,270 ppi. It's primarily designed for the scanning of newspaper advertisements and bookwork

- \* Seurat is device-independent copydot software for registration of CMYK separations. It runs on...will get Vio into a number of specific markets- remote printing, electronic commerce, digital **ad delivery** and media asset management.

In remote printing, Vio will enable customers with digital printing equipment...

...U.S. Whether it expands to other countries will depend upon market developments.

Digital ads. In the managed digital **ad delivery** service, Vio is cooperating with QuickCut of Australia, which provides a full service for **ad delivery** and management. This comprises four separate elements:

- \* PageStore handles preflight checking and the tracking of **ad deliveries** .

- \* QuikPrint adds a full specification check of all details of every publication to which an **ad** **could** be sent. This full detail ensures that an **ad** **fits** the specification of the receiving publisher.

- \* Gallery provides a database for holding advertising for further... page. I-TRACS also automatically inspects every print image as it appears on the printed **page** **after** fusing and before the page leaves the machine, using mini- spectrophotometric technology to measure each...

35/3,K/2 (Item 2 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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02079256 SUPPLIER NUMBER: 19507199 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Build your Web site. (Web site development) (Internet/Web/Online Service Information)



Home Office Computing, v15, n6, p61(21)

June, 1997

ISSN: 0899-7373

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 10925

LINE COUNT: 00841

... expand to brochures, fliers, T-shirts, baseball caps. Then I'd definitely like to provide **electronic payment** capability, such as First Virtual's VirtualPIN."

WHY WE LIKE THE SITE: A colorful 3D...re seeing a heightened interest among advertisers who each pay \$300 for a six-month **ad** . But I'm careful not to commercialize my site."

WHY WE LIKE THE SITE: With...The more information, the more visitors" and "The more automated, the more profitable."

1. CLASSIFIED **ADS** If you're the type of person who always reads the classifieds in your local...

...on the Web, 2nd Ed. (Que), suggests trying your hand at running a local classified **ad** Web page. Classified **ads** are popular because of the convenience they offer both sellers and buyers. Like your local...

...or service for sale. After the initial setup, you can automate the process of placing **ads** and billing customers to minimize your time commitment. You can also realize additional revenue by selling banner **ads** to such local businesses as computer repair shops and consultants. Examples: [www.socool.com/socool...](http://www.socool.com/socool...)

...include a service fee, and some site owners can generate extra revenue by selling banner **ads** . This type of site works well as a standalone business or as a community service...

...to your page. As your visitor count increases, you can earn extra money from banner **ads** . You can also charge other consultants a fee for each booking that results from contacts...of your site.

#### IMAGE OVERKILL

This title graphic may not look too big on the **printed page** , but you can bet it will take a long time to download on the Web...K. Murphy (Sams.net; \$39.99). An easy-to-read guide to creating on-line **ads** , catalogs, and interactive shopping carts, as well as conducting online transactions.

NetMarketing by Bruce Judson...

35/3,K/3 (Item 3 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01531600 SUPPLIER NUMBER: 12558859 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**ANPA/TEC '92 (concluded): miscellaneous topics of note. (American Newspaper**

**Publishers Association Technical Exposition and Conference) (Cover Story)**

Solimeno, William J.; Tribute, Andrew; Karsh, Arlene E.; Joner, Urban;

Edwards, Stephen E.

Seybold Report on Publishing Systems, v21, n21, p14(5)

August 10, 1992

DOCUMENT TYPE: Cover Story

ISSN: 0736-7260

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 3568

LINE COUNT: 00286

... gets on PostScript bandwagon

With the world going digital and clients building more of their **ads** on standard platforms (with output intended for PostScript typesetters), AdSat has been forced to upgrade and enhance its methods of distributing **ads** .

Its latest development is digital input of **ads** , which is running

live in Akron, Ohio. Customers are beginning to supply **ads** to AdSat as PostScript files, which are output directly to Akron. Others will follow. **Ads** provided as veloxes can be supplied to newspaper clients in TIFF.

The use of PostScript as a standard format for moving **ads** to and from clients is clearly beginning. About 10% of **advertisements** coming into AdSat are in PostScript format. The use of PostScript for output, however, is...

...making this the dominant approach elsewhere.

On the international front, AdSat is moving U.S. **ads** into UK publications. This is primarily true for financial **ads**, but it is hoped that the concept will be broadened and the number of **ads** increased.

Apple features Radius Rocket

As has become customary at ANPA shows, the Apple booth...

...system configuration that extended into a range of newspaper departments including page layout and management, **ad** makeup, newsrooms and editorial as well as other production operations. A variety of Mac platforms...

...solutions. These included products from AXS Optical Technology Resource, Managing Editor Software, BaseView, PressLink, Multi-**Ad** Services and Quark, all of which are covered elsewhere in this Report.

In the production...monotony of straight typing, hour after hour.

For Bay also sells foot supports.

ISSI adds **ads** to regional Fax News

Integrated Software Systems Inc. (ISSI) demonstrated its means of connecting front...generating operating revenues--e.g., through advertising. However, most fax publications provide little space for **ads**.

For this reason, ISSI includes special features in the Fax News application to handle the **ad** space problem. The application can insert different **ads** into each subscriber's fax transmission. This is done by matching the subscriber's demographic...

...the characteristics of the audience specified by the advertiser. Fax News can also place different **ads** in regional editions of the same fax.

Fax News uses two databases, one for subscribers and one for advertisers. Each **database** provides, among other things, **billing** information, advertising and subscription run dates, keyword information, and transmission histories. It also includes an...

...areas that were available on the system were world, national and local news; comics; horoscopes; **advertisements**; a feature called "Did you know?"; and wheather.

The system provided a user interface that...However, when it came down to what the kids read, the overwhelming favorites were the **advertisements** and the horoscopes, each with about 125 minutes spent by the members of the class...

...per day per person, compared to about 25 seconds per day per person for the **ads**. World news fared a little better: about 32 minutes, or six seconds per day per...

...Los Angeles weekly. Optel is selling the new product not as a replacement for the **printed page**, but as an enhancement to it, a means of selling additional advertising, a vehicle for...

35/3,K/4 (Item 4 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01469577 SUPPLIER NUMBER: 11160185 (USE FORMAT 7 OR 9 FOR FULL TEXT)

More than managing your money. (Tutorial) (Software Buyer's Guide) (includes related articles on the price curve for accounting software, replacing an

accountant with accounting software, an accounting glossary, single-entry accounting, Microsoft Windows and DOS programs compared, import/export capabilities and what products were evaluated) (buyers guide)

Gilliland, Steve; Yakal, Kathy

PC Sources, v2, n9, p427(8)

Sept, 1991

DOCUMENT TYPE: buyers guide ISSN: 1052-6579

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 6220 LINE COUNT: 00495

... Data In, Data Out: Import/Export Capabilities.")

The second category is education and support. Translating accounting functions into an **electronic** format sometimes requires users to learn new terminology and change the way they work. To...your own, or at least make some modifications to the header and footer of the **printed page**.

If you print a lot of one-time checks or invoices, rather than always running...options.

CAN ACCOUNTING SOFTWARE REPLACE YOUR ACCOUNTANT?

Remember the matchbook covers with the art school ad that real, "if you can draw the lumberjack, you may have hidden artistic talent"?

The...and Windows alike--boasts lookup functions that cross modules at a keystroke.

POINT/K.Y.

**Accounting** is often the first department **automated**; a lot of businesses actually buy computers solely for that reason. So many users of ...

35/3,K/5 (Item 5 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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01320543 SUPPLIER NUMBER: 07931350 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Peripherals. (1990 Buyer's Guide Issue ) (buyers guide)**

Wall Street Computer Review, v7, n2, p175(6)

Nov, 1989

DOCUMENT TYPE: buyers guide ISSN: 0738-4343

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 4492 LINE COUNT: 00375

... 0004; Contact Thomas Maguire; 212/969-9494, 718/935-0063, FAX:

718/932-9167 See **Advertisement** Page 42 Windows Workstation \$25,000

Microsoft Windows 286/386 & X-11 Windows

The TMI...

...0004; Contact Thomas Maguire; 212/969-9494, 718/935-0063, FAX:

718/932-9167 See **Advertisement** Page 42 Windows Workstation \$25,000

Microsoft Windows 286/386 & X-11 Windows The TMI...

...are directly supported.

Diskettes

Panasonic, 2 Panasonic Way, Seacaucus, NJ 07094; 800/742-8086 See

**Advertisement** Pages 178-179

Verbatim Corp., 1200 W. Harris Blvd., Charlotte, NC 28213 Diskette

Offers a...and automatic paper cutting.

Panasonic, 2 Panasonic Way, Seacaucus, NJ 07094; 800/742-8086 See

**Advertisement** Pages 178-179

Graphics Boards

Boca Research Inc., 6401 Congress Ave., Boca Raton, Fl 33487...

...10048; Contact Retail Sales; 212/938-5400, 800/872-3400, FAX:

212/938-1553 See **Advertisement** Cover 2 & Pages 1, 201 Telerate Service \$

On Request

Offers comprehensive real-time price information...million pages per month. Using fanfold paper the MP6060's applications include data processing, statements, **invoices**, reports, bar coding and **electronic** forms. MP6090 \$103,314 IBM (PC, AS400, EX 370) BullHM; DEC; Wang; Unisys; DG

The...

...pages-per-month. Using fan-fold paper. The MP6090's applications include data processing, statements, **invoices**, reports, bar coding and **electronic** forms.

Modems

Fastcomm Communications Corp., 12347 E. Sunrise Valley Dr., Reston, VA 22091 FDX 9696...

...Park, GA 30337; Contact Scott S. Spencer; 404/991-2246, FAX: 404/996-2387 See **Advertisement** Pages 136-137 1012/LP Color Monitor \$1,695 IBM CGA/EGA/VGA8514A, MACII

Extremely...

...N., Minneapolis, MN 55428; 612/424-4888, 800/338-0122, FAX: 612/424/2853 See **Advertisement** Page 53 Enterprise Channel Controller \$ On Request IBM and others

Extends IBM mainframe channels long...2 MCA machines and compatibles

Scanner recognition card that works with desktop scanners to read **printed pages** directly into popular desktop applications, including word processors, desktop publishers, spreadsheets and databases.

Eastman Kodak...

...Blvd., Casselberry, FL 32707; 407/263-3500, 800/821-8782, FAX: 407/263-3555 See **Advertisement** Page 181 MaynStream PC, XT, AT, 386 & PS/2, Models 25 & 30

Offered as a...accelerator and 32K cache.

Panasonic, 2 Panasonic Way, Seacaucus, NJ 07094; 800/742-8086 See **Advertisement** Pages 178-179

TelaId Industries, Inc., 13 W. Main St., Niantic, CT 06357 Video Teleconferencing...

	Type	L #	Hits	Search Text	DBs	Time Stamp	Comments
1	BRS	L1	0	(advertisement or advertisements) and tearsheet	USPA T	2002/05/01 10:41	
2	BRS	L2	1	tearsheet	USPA T	2002/05/01 10:41	
3	BRS	L3	1	tearsheet	USPA T; US-P GPUB ; EPO; JPO; DERW ENT; IBM_ TDB	2002/05/01 11:25	
4	IS&R	L4	1	("6167382").PN.	USPA T	2002/05/01 11:25	